# THE Dublishers' Weekly,

The American Book Trade Journal

62 West 45th Street, New York

VOL. CXXI

NEW YORK, JUNE 18, 1932

No. 25

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This circulating library plan is in addition to our regular fiction list

- They'll be fiction selected with the needs of the circulating library expressly in mind.
- They'll have jackets that sell from the shelfprotected by cellophane wrappers sealed to say, is the binding!
- 3 They'll be specially bound with reinforced backs to stand the gaff.
- They'll have an entirely new and revolution ary feature which it wouldn't be sensible to ART divulge at the moment.

PART 1 — Which discusses the Novel Novels rather generally, touching on their hopes, their purposes, their value to you—and to us.

ITH a thoughtful eye to the whims, the yens, and, very important, the prejudices of circulating library readers, we shall publish a special group of fiction titles. Because there's some reason for it, and because the double N forms a rather neat colophon, they'll be known as Novel Novels.

These books will be utterly different in character individually, but all, you'll see, will be well-written books, entertainment their sole purpose. There won't be a brain-straining tome among them.

We believe our study of the field

has disclosed to us its needs. Filling them should increase the net — for everyone.

Rental books, we found, presented peculiar problems in jacket design and bindings. Bindings break quickly under the stress of many careless handlings and the customers kick about missing pages. Sturdy duck will reinforce the spines of Novel Novels. They'll hold up.

Jackets, it is accepted, help immeasurably to rent books. To that end, these jackets have been most carefully and colorfully designed. After much experimenting we have

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SIMON AND SCHUSTER · Publishers

### HOYEL NOVELSI..

of found an ideal way to apply to them cellophane protection which presents no raw edges and entirely seals the jacket to the binding, blurb and all. It won't annoy the reader, the jacket colors remain brilliant—and it can be cleaned with a moist cloth. That, we say, is something!

Let it not be thought that in our enthusiasm about these new physical features we have slighted the stories. We know that upon them depends the success of our project. From scores of

on.

5.

manuscripts submitted in the past year (some rejections of ours have since been published) our editors have chosen two—"Blonde Interlude", an engaging and intelligent modern love story, and "Death of a Bridge Expert", a fascinating murder mystery involving the players in a bigtime contract tournament. It's good.

As we find others up to the mark, they'll be published—none before then.

The illustrations below are from the backbone of "Blonde Interlude"

to ART 2 — Which confines itself solely to a restrained cription of the first of the Novel Novels, being

#### **BLONDE INTERLUDE**

By Bourke Lee

B LONDE INTERLUDE is the story of twelve restless, swirling months in the life of Spud Thorne, young New York advertising man—of the dramatic year in which the compass needle spun madly before pointing the course of his future.

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# "MOTHERS CRY" was a good book. "WE BEGIN" is even better!

"... artistry enough to hide its careful documentation under a swift-moving narrative. Miss Carlisle is here amazingly different from the author who wrote the also effective "Mothers Cry."—Saturday Review



When an authoress is already known to the book trade as highly successful . . . when that authoress produces a new novel which is immediately accepted by the Book League . . . and when the publishers of that novel honestly consider that it will

June

become a book of major importance, and are prepared to back their enthusiasm with a large advertising appropriation . . . then, we submit, things are going to start humming!



"We Begin" is a dramatic and glamorous recounting of the story of the Pilgrims, of the warm-blooded course of their struggles and passions, their hopes and fears. Tracing the fortunes of a single family through the whole high adventure, Miss Carlisle

makes the reader live through their terrible and wonderful experiences in strange and hostile lands.



There was Anne. And there was John, her husband, who loved her dearly although he had sinned against her. And there was Eleazar, John's brother, who mistook in his own frustrated lust for Anne a holy and righteous wrath at the couple's fleshly happi-

ness. Around these three is spun a story which brings back to us the lives of the Pilgrims in all their rich detail. Pub. June 30. Price, \$2.50.

# WEBEGIN

By HELEN GRACE CARLISLE

Book League Selection for July

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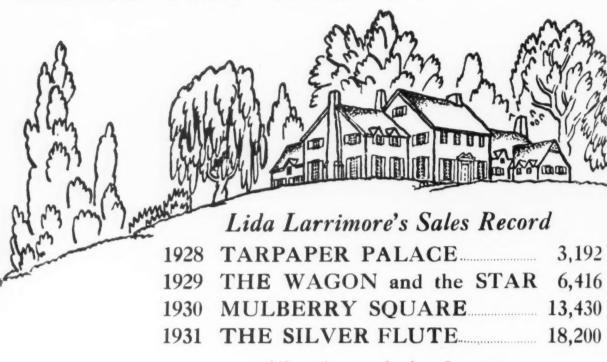
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The novels of Elinor Glyn are famous for their superb romantic passion. Nobody else can keep romance keyed up to such intensity and carry countless thousands of enchanted readers through all the sensations of love.

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author of THE HOLLYWOOD MURDER MYSTERY

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New York

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#### NEWS! We have

accepted for publication in September, a life of Mrs. Eddy, founder of the Christian Science Church.



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#### Mary Baker Eddy

#### THE TRUTH AND THE TRADITION

by Ernest Sutherland Bates and John V. Dittemore

OUR reason for publishing this book is this—although there have been many biographies of Mrs. Eddy, she is so fascinating a personality that there will surely be many more, and all of the good ones will sell well, and this one, we are convinced, is the definitive biography.

Mr. Dittemore, who is no longer associated with Christian Science in any way, was for ten years a Director of the Mother Church in Boston and a trustee of Mrs. Eddy's estate. During that time he collected a mass of extremely important documents relating to Mrs. Eddy's personal and public life. Since most of this data is suppressed or kept secret by the Church officials, this book is the first to reveal the whole truth concerning some of the most controversial points in Mrs. Eddy's career.

To Mr. Dittemore's original research Dr. Ernest Sutherland Bates has brought his fine scholarship, literary brilliance and knowledge of psychology and religion. He was formerly professor of philosophy and English

at the University of Oregon and literary editor of the Dictionary of American Biography.

The documentary material upon which this book is based includes thousands of letters from and to Mrs. Eddy, her private notebooks, and the reminiscences and diaries of her closest associates and students.

The authors have used the documents to tell in full, for the first time, the story of Mrs. Eddy's early life and of her relations with her first two husbands, to shed new light upon the origins of her ideas and the history of her church, and to explain the famous conflicts with Josephine Woodbury, Augusta Stetson, and the "Next Friends."

We have every reason, therefore, to believe that this biography of Mrs. Eddy has long been awaited by the public, and that the public will respond accordingly and make it one of the non-fiction leaders of the fall. (To be published on September 15. 6½ x 9½ inches, cloth, 460 pages. Illustrated. \$4.00

BORZOI

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#### The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JUNE 18, 1932

#### Solving the Remainder Problem

Survey Conducted by Publishers' Weekly Shows That Publishers Realize Seriousness of the Remainder Evil and Are Taking Steps to Improve the Situation

The subject of remainders bobs up in every discussion of booktrade problems nowadays, and came to the fore in the publishers-booksellers' forum at the Å. B. A. convention in May. During the past two weeks the *Publishers' Weekly* has been making an informal survey of publishers' policies, and it is apparent from the discussions we have had with heads of houses and sales managers that the publishing fraternity is now keenly aware of the consequences of indiscriminate dumping of remainders.

The Joint Board's pronouncements on the dangers in the remainder situation created a great deal of comment last year. Some houses had evolved similar principles for their own guidance some time before and have continued to follow a very conservative course. But with the swift progress of the depression since last fall, the bars have been let down in many cases. Publishers have faced the same necessities booksellers have faced, for turning books into cash, as rapidly as possible. Bad news in each morning's mail, discouraging reports from travelers on the road, have made it seem essential to liquidate overstocks as well as trim heavy running expenses. Mail order catalogs, the special cut-rate stores and to some extent the regular trade channels have been used to carry forward this "cleaning up" process. sign of the times, it has been a concomitant of similar liquidation movements in almost all other lines.

But it has had a particularly unfortunate

effect in the book business where maintenance of list prices is essential to the wellbeing of the trade.

Viewing the situation during the past six months from a detached vantage point, one was forced to the conclusion that remainders, instead of being a perfectly legitimate bargain counter adjunct of the book business, had assumed the dominating place in the book distributing system. As a result, the public became more and more price-conscious.

Apparently, however, the flow of remainders is now being stemmed, and the problem will gradually come under control.

A majority of the publishers state that they are tightening up their policies. Unbound sheets are not to be bound for remainder sale hereafter. Frequently an analysis of sales of this kind shows that the costs of binding, overhead, and handling eat up the price received from the remainder dealer and the profit is too slight to offset the inevitable loss sustained when these books are put into competition with the sale of the regular editions.

Early remaindering is another evil which publishers recognize and are determined to correct. Our canvass shows that almost all publishers are now agreed that one year after first publication is an absolute minimum for the disposal of overstock. Little, Brown & Co., D. Appleton & Co., the Frederick A. Stokes Company, the John Day Co., and Harcourt, Brace & Co. are among the firms which have long followed a policy of remaindering no books

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in less than two years after publication. Booksellers have frequently stressed the need for this form of protection. has been no valid argument to give to bookshop customers when they have complained that they paid \$3.00 for a book in November, which, if they'd waited four or five months, could have been picked up for half the price or less. Publishers' determination to prevent this trouble in the future is heartening news.

The cut-rate stores and drugstore counters, in addition to carrying books which could legitimately be called overstock, have sweetened up their displays with editions manufactured especially for the remainder Standard books and some more recent books have appeared in large quantities, marked conspicuously with price comparison tags, "Formerly \$7.50, now \$1.25," etc. The unwary customers have not noted the cheap paper and binding, but have been impressed with the price placards, thinking that they were getting exceptional values in original editions. These reprints have been made possible by leasing of pub-The immediate return in lishers' plates. cash has been attractive during the depression period, but the publishers have seen the bargain-hunting public turning away more and more from the general bookstore to these cut-rate displays. Dollars and reading time that normally would have been spent on the books of the current season, have been spent instead on these fictitiously-priced books, and faith in original list prices has diminished so rapidly that dealers have had to curtail buying of new books to an alarming extent.

The Norton Committee report on the Cheyney survey spoke of the effect of recent heavy remainder sales on the whole price structure and urged publishers not to bind up sheet stock for the remainder market, or to follow "the thoroughly unsound practice of manufacturing books for remainder sale" or to remainder any title This within a year of first publication. report on the situation evidently reflected the views of the most forward-looking publishers and has helped to crystallize opinion

throughout the trade.

Frank C. Dodd, President of Dodd. Mead and Co., stated last week that this method of control of the remainder problem had been received with unanimous approval and promises of hearty support. "Conscientious living up to the Survey Committee's recommendations," Mr. Dodd said, "will necessarily bring still greater pressure on publishers to limit their initial risk in printing and binding. It has always seemed to me in this connection that the publisher was subject to the same criticism for buying price for a larger edition as the bookseller for buying quantity for the sake of discount. Such a policy is erroneous economy.

"Among the many serious problems confronting our trade, it would appear that this one at least would shortly be under

control.'

Edward S. Mills, Longmans, Green & Co., who has just returned from England, pointed out that, despite the long period of business recession there, book sales had not suffered so severely as they have in the United States. He said that he believed that widespread markdown displays in windows in prominent locations had been a contributing factor in the decline in sales here and had unfortunately given the public the impression that the book business was in greater distress than it actually is. Mr. Mills said that he was gratified to find that publishers are now facing the problem of remainders squarely and intelligently.

"The remainder situation, which has been troublesome for both publishers and booksellers for some time and which saw its greatest increase when business began to slump, would seem now to be under control," said Henry Hoyns, Chairman of the Board of Harper and Brothers, "partly because publishers are undoubtedly making smaller editions of their books and partly because of the recommendations of the Norton Committee. Most important, however, is the fact that all publishers have very important lists to offer this year and the values in the matter of price are unusually good, so that there will surely be a greater general public interest in the new books and

less interest in the remainders."

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#### The Fifty Cent Juveniles

Edna Yost

THERE IS A STORY to the effect that when the late Edward Stratemeyer created Arthur M. Winfield as a pen name to use on the Rover Boy Scouts he selected M as the middle initial because it stood for "millions." Published estimates of the sales of these books from the time of their first appearance about thirty years ago until their author's death in May, 1930, ran the number to more than five millions. They are still selling—thirty volumes of them.

In 1925, when the A. L. Burt Company took over the well-thumbed Elsie Dinsmores, there were those who thought that this series was practically done for. For styles in the fifty-cent juveniles change drastically with the times. Historical series are dead. Henty is of another day. Alger no longer appeals. Automobile stories are old stuff. Radio, airplanes, mystery, are of the moment. But—to the two Elsies published in 1925, Burt has added possibly two more each year. Already their sales are well into the hundreds of thousands.

One of the first hard facts which successful publishers of the fifty-cent juvenile series learn is that their best-seller boys' series always run into far higher figures than their best-seller girls' series. For girls are avid, unashamed readers of boys' books, while boys are notoriously loath to be seen with anything as effeminate as a book whose hero is a heroine. But less than two years ago Grosset and Dunlap undertook a new girls' series, the Nancy Drew books, — juvenile-detective-mystery stories for girls. Today the Nancy Drews stand as the top-notch sellers of the many best-seller juvenile series published by this firm.

A top-notch seller in the fifty-cent juvenile line today means a series which, within a few years—four or five, possibly sells hundreds of thousands of copies. Then they keep on selling, and without the kind of consumer advertising with which most books are coaxed into private ownership. In fact, the greater part of the advertising depended upon to help the sale of these books is the word-of-mouth kind. A fifty-cent book leaves the publisher little or no margin for national advertising. And even if there were a margin, good advertising media which are read by the boys and girls who create the demand for these books are almost non-existent.

Publishers seem to be agreed on the fact that the tremendous sale of these books is due to two things; their low price, and the fact that the boys and girls like them so well that they themselves do the advertising by talking enthusiastically about them with each other. Back in the days when it could be accomplished comparatively inexpensively Cupples and Leon had a mailing list of a quarter of a million children to whom advertising was sent direct. But high costs eventually made such a scheme prohibitive. Today on the backs of the jackets of all their juvenile series, they list by name and author the titles of some 240 books included in twenty-eight series of their fifty-cent juveniles, together with the familiar line "Send for new complete free illustrated catalog." During 1931 this firm alone sold more than a million volumes of serial novels for boys and girls which had never been recommended on any of the usual juvenile fiction lists or had any of the usual consumer advertising. This year they have added to their list two books at a dollar each, one containing a complete book of each of four of their series for boys, the other containing a complete book of each of four of their series for girls—four complete fifty-cent novel serials for a dollar. The undertaking is based on the conviction that if boys and girls read one of the Motor Boys, a Ruth Fielding, or a Bomba book, the whole series has a very good chance of selling.

Real money, however, is spent on the advertising value of attractive jackets for these juveniles. Four-color-plate work is not unusual and, particularly with the girls' series, covers are changed frequently enough to keep the heroine well-dressed in the modern fashion. Booksellers have done

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their part in insisting that jackets be modernized and varied. Of a series which had sold several million books, they complained to a publisher that they were tired of looking at so many copies of the same old jacket always lying around the store!

It may be said that quite literally no expense is spared to make the jackets of the juvenile series of quick, sure-fire appeal to boys and girls, and intriguing to their active imaginations. Jackets are of tremendous importance to unadvertised juveniles. The fifty-cent series are on sale in department stores, toy shops, the small town corner drug or stationery store, in as many places as possible where the youngsters themselves come either alone or with their parents; and they sell in many cases simply because the youngster judges by a jacket which makes a quick hit with him and a glance at some snappy dialog between the covers that here is something which is a whale of a book. But another thing-no publisher forgets that in most cases it is a grown-up who actually provides the fiftycents. Jacket appeal is aimed at parents for their children as well as at the children themselves. To get new readers, parents and spinster aunts and uncles, possibly, must be persuaded the first fifty cents' After that the youngsters keep hounding for more. For of course no wellplanned book in a juvenile series comes to an end without promising that Jerry Todd gets into the air in his Flying Flapdoodle with its calico rudder in the very next book.

But in order to sell so many millions of books, sales must be made to thousands of people who never, or rarely, get into a store Titles of where books are displayed. books, as well as their jackets must have sales value. Thousands and thousands of copies of the fifty-cent juveniles are sold because of mere titles (authors, too, of course) listed in Sears Roebuck's, Montgomery Ward's, and dozens of other store catalogs which cater to an audience reached, possibly, in no other way. The several Leo Edwards series (Grosset and Dunlap) illustrate how titles are made to appeal to the youngster's love of comedy. "The Rose Colored Cat," "The Waltzing Hen," "Galloping Snail," "Pedigreed Pickles," "The Bob-Tailed Elephant" (this title brought an unusual response before the publication of the book) "Trigger Berg" and the "Sacred Pig," "The Prancing Pancake," and a dozen others catch hold of the comedy sense in children and sell books.

What is humor in children's books? There are still vast differences of opinion here. But it is claimed by at least some highly-motived individuals, unconnected with the publishing field, that classics like "Tom Sawyer" and "Huckleberry Finn" are primarily humorous for adults, while books are to be found among the fifty-cent juveniles which are good clean fun for the boys themselves. Certainly no normal individual has lived among adolescent and pro-adolescent boys without being aware of a sense of humor in them different from an adult sense of humor. If they love and laugh over a bob-tailed elephant, if they find certain kinds of exaggeration and quickly-spoken repartee between book characters of their own age and interests funny enough to burst their belts and make the living room temporarily unlivable, who is to prove—and how—that this is not good healthy humor?

To a presumably unprejudiced observer it looks as if the whole fifty-cent juvenile field may still be under a cloud of disapproval handed down legitimately from a past age but no longer completely legitimate or intelligent. The word "cheap" when used in this field is still made to apply not only to the fifty-cent price, but with a derogatory connotation as to reading quality as well. The fifty-cent books are not only negatively omitted from recommended lists; they are positively looked down upon as cheap, impossible and unhealthy in many important centers. How much of this attitude is actually (though maybe unconsciously) due to price is, pos-A book-length sibly, undeterminable. guide to children's literature put out several years ago, which listed some 1600 or 1800 books, included in its fiction list of about 450 titles (with author, publisher and price given for each) only two books for as little as fifty cents and not very many more under a dollar. There is the possibility that as Americans have been prone to think of Bigger and Better as being synonomous terms, there is something in our attitude, too, about a half a dollar when applied to a book which confuses the

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quantity of the price with the quality of the book.

A statement like the following from Franklin K. Mathiews, Chief Librarian of the Boy Scouts of America, has some significance, surely: "There are among the fifty-cent juveniles, books which a boy may use as stepping stones to literature. Not as Stevenson and Thackeray are stepping stones, true-But, in order to read, a boy has to go through the mechanics of learning to read, the last stage of which is when he reads by paragraphs, not by words and sentences. He can learn that only by doing it over and over again. In the past fifteen years changes have been brought about in the fifty-cent juvenile field so that now there are whole series of such books which are clean, healthy reading for boys and which in my opinion many of them are using today as stepping stones to literature."

This is not to put halos over the fiftycent juveniles. But recognition should be given to publishers in this field who have made constructive effort to satisfy the growing child's oftentimes voracious reading capacity with books which meet the approval of some of the recognized leaders who are working with boys in fields far removed from publishing. Nor is it to say that these same publishers have rushed to destroy series which do not meet the approval of these leaders. Nor have all publishers in the field cooperated. But for fifteen years there has been a growing effort in the fiftycent juvenile field to add new series which gradually replace old series with books which without losing in appeal or salability handle the boy problem in modern adventure, radio, airplane, and mystery stories in such a way as to hold his interest, whet his appetite, increase his accurate information and develop his imagination without recourse to the old unhealthy, superboy daredevil accomplishments which put the fifteen-years old in successful command of Annapolis and the whole submarine fleet.

And incidentally, while all this has been gradually taking place in the fifty-cent field, while some of the series' publishers have been paying radio experts and reputable engineers to verify and clarify information used by writers who are not experts on technical subjects themselves; while these publishers have been creating

new juvenile series in which adventures are normal adventures and boys are never supermen; while they have begun the practice of editing manuscripts of new books written by well-established, best-selling writers to conform with reality; and while they have actually in some cases refused to publish manuscripts solely because they did not meet the approval of qualified leaders of boys—while all this has been going on in the unrecommended field, a two-dollar juvenile of a boy stowaway on an Antarctic expedition, who accomplishes such wonders that he becomes by all odds the best man and the Big Man of the expedition, is recommended by the Literary Guild as one of its monthly selections for older boys. It has been remarked by a magazine editor who has had many years' experience editing for boys that the chief difference between a book like this and one of the less reputable of the fifty-cent juveniles is a dollar and a half!

But in spite of the fact that the fiftycent juveniles are (notoriously) absent from librarians' recommended lists, they do find their way to library shelves. No need to prove this. It can be seen for the looking around. And they find their way, apparently, into our best homes, too. "Chris" Morley, Jr., contributes the first letter to the Chatterbox prefacing one of Leo Edwards' recent Jerry Todds, in which he says: "I have read all your books and 'swell' goes for every one. . . . I am a Jerry and Poppy fan and plan to make puppet copies of Jerry, Poppy, and their friends and try out some of their dandy adventures."

The Morley name, of course, is inextricably interwoven with good books. Fan mail and personal experiences both indicate that thousands of other boys who are surrounded by the best things in life from the cultural standpoint find keen, healthy pleasure in the fifty-cent series. Publishers of these books speak earnestly of them as being for the underprivileged boy particularly, boys who must have inexpensive books if they are to acquire the reading habit at all. Intelligent, well-to-do parents are heard remarking as they stop at a counter to buy a fifty-cent book to take home: "Bill reads so fast and so much that I can't afford to buy any other kind very often." The boys themselves say they

are swell. And if you try to get at the reason you find that in the series books they get well acquainted with a gang of boys who are doing the things they like to do, saying the things they wish they had been quick-witted enough to say to someone yesterday, and planning ahead, always planning ahead to do the things they want to do. It's comfortable and easy not to have to get acquainted with new people every time a boy opens the covers of a new Much as he loves adventure, he likes his own pal, his own gang, his own old cave to go to. He doesn't like to go to parties and meet girls, or other boys, even. The juvenile series cater to this true boy instinct, and for their trouble they sell millions of copies every year—and without benefit of clergy, so to speak.

Unfortunately they are not all healthy. Grown-ups are going to have to take the time to glance through them before they can separate the wheat from the chaff intelligently. There is far too much chaff,

But, to a presumably unprejudiced observer, it looks as if the attitude that all is chaff which is fifty cents is a bit outdated. Growing boys seem to need to eat a lot more food than the size of their stomachs indicates. Plan a balanced meal for them and they eat it—and a loaf of bread and a few bananas besides. much starch, to be sure, but they have a way of growing healthfully on what would be nothing but indigestion for adults. Growing minds need to feed on a lot more than the size of a boy's head indicates. They grow on a book diet which would be indigestible for adults. Among the fiftycent juveniles are books which are in addition to, not in place of, a balanced book diet —the bread and bananas, if you please, Apparently they do not hinder a boy's mental development, either. For publishers today recognize as a fact that boys, of their own accord, stop reading the modern juvenile series two years earlier than their fathers stopped the series of a generation ago.

#### Counter Points

So MANY BOOKSHOPS have spoken to us about selling the Jenny Wren teakettle it whistles when the water boils—that we went down to see the people who distribute it in this country. Amy Drevenstedt has the agency for it and has sold more than 19,000 since the first of February. talked to Nathan W. Edson about the sort of things bookshops could handle as sidelines to increase their total business. said that the only virtue of an article like the teakettle, as far as a bookshop went, was that it was a very salable item. Ordinarily people are inclined to resent finding too many extraneous items in a bookstore. Mr. Edson recommends Christmas cards that are more distinctive than the kind usually found in stationery stores and drug stores. The usual patrons of a bookstore, he says, are a little bit above the average in taste and will take enthusiastically to cards that are a bit out of the ordinary. They expect the bookstore to carry something a bit unusual, too. The greater part of the orders that come to Amy Drevenstedt for her cards are from bookshops.

One—the Washington Square Bookshop in New York—bought \$5000 worth from her last year. Wrapping paper and seals also make good bookstore items.

Something of a little less seasonal nature, that always takes well in a bookshop, Mr. Edson says, is distinctive stationery. It need not be expensive, but it should be the least usual type of thing. Another item that has had good success in many bookstores is boxed paper cocktail napkins which come from England. The ones we saw were unusually attractive.

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The Doubleday Shops in New York and Philadelphia are cashing in on Alex Morrison's "New Way to Better Golf" (Simon & Schuster). A. A. Van Duym has put window displays of this title in most of the New York shops, with a large streamer pasted against the glass to call attention to it. Books opened at the illustrations are what make the sales. They show the wrong and right way of making shots. We saw a number of men in front of one window pantomiming drives and shaking their

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#### Summer Reading

Buy It from our large and varied stocks. All the new and the best of the older books on hand.

Rent It from our large circulating library of new

Stamford Bookstore

482 Main Street

Small newspaper ad which is part of the shop's summer campaign

heads. They were imminent customers. Mr. Van Duym told us that he thought the extensive mail order campaign that the publishers have put on has definitely helped the sale of this book in the bookstores.

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On the next page of this issue we are printing one of the summer booklists pur out by the Stamford Bookstore, "A Little List of New Garden Books." The Stamford Bookstore promotes summer reading by advertising in two local mediums, extensive distribution of the booklists and the postal pictured on this page. More than

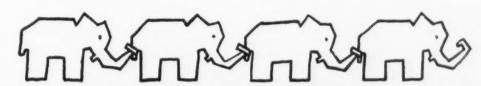
600 children have received the postcard this month. This shop also has a summer branch at Newport, New Hampshire, and a branch circulating library in an outlying Stamford cottage colony. We haven't heard of many shops that are stressing light reading for the summer this year. Most people who buy books want something pretty meaty. A good approach is through the greater amount of leisure time most people have in the summer.

JE 36

On May 28th we described the Gotham Book Mart's outdoor bookstalls. The Book Mart has added to this an outdoor gallery where an exhibition of the work of a number of New York artists is now being held. After the Washington Square outdoor show closed many of the artists exhibiting there brought their canvases up to the Gotham. There are water colors, oil paintings, charcoal and pencil sketches and woodcuts and the prices range from three to two hundred dollars. Visitors at the exhibition will be exposed to the bargains in the bookstalls.

JE 36

A number of bookshops, Putnam's, for instance, and the Literary Lobby, in New York have a little glass shelf which is attached to the window pane by a little suction disc. On this goes the shop's book of the week. It draws a good deal of notice, standing there alone. A good stunt is to paste a review of the book directly under it.



#### **VACATION TIME AT THE STAMFORD BOOKSTORE**

482 MAIN STREET, STAMFORD, CONN

LOTS OF GOOD NEW BOOKS—and old ones. School reading lists supplied.

LOTS OF PASTIMES—puzzles to buy or rent, games, painting, drawing, cut out and tracing books. Stencils, scrap books.

PAPER DOLLS—Poster outfits, silhouettes. POSTAGE STAMPS, and albums.

This postcard was sent to 600 children this month

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#### A Little List of New Garden Books

Compiled by the Stamford Bookstore, Inc.

For Beginners

M. W. Rush. "Ignoramus Garden Book." Sears, 1931. \$2.50.

BARRON. "American Home Book of Gardening." Doubleday, 1931. \$1.50.

H. S. ORTLOFF. "Perennial Gardens." Macmillan, 1931. \$1.25.

E. W. OLVER. "Landscaping the Small Home." De La Mare, 1931. \$2.00.

Of General Interest

L. H. BAILEY. "Hortus." Macmillan, 1931. \$10.00. H. S. Ortloff. "Garden Maintenance." Macmillan, 1932. \$2.50.

M. R. JAY. "Garden Handbook." Harper, 1932. \$3.50. "STUDIO." "Gardens and Gardening." Rudge, 1932. \$4.50.

E. H. WILSON. "If I Were to Make a Garden." Stratford, 1931. \$10.00.

D. L. SMITH. "What Greater Delight." Knopf, 1931. \$2.50. L. WILDER. "Adventures in a Suburban Garden." Macmillan, \$3.50.

M. CRAN. "Gardens in America." Macmillan, 1932. \$3.50.

W. P. EATON. "Everybody's Garden." Knopf, 1932. \$2.50.

Garden History

A. G. Lockwood. "Gardens of Colony and State." Scribner, 1931. \$25.00. K. D. Boggs. "Prints and Plans of Old Gardens." Garrett, 1932. \$5.00.

E. D. Sale. "Historic Gardens of Virginia." Byrd, 1931. \$12.50.

MASSIE AND CHRISTIAN. "Homes and Gardens of Old Virginia." Garrett, 1931.

J. F. FARIS. "Old Gardens Around Philadelphia and the Men Who Made Them." Bobbs, 1932. \$5.00.

H. R. HITCHCOCK. "Romantic Gardens, 1750-1850." Brewer, 1932. \$5.00.

R. STANDISH. "Italian Pleasure Gardens." Dodd, Mead, 1931. \$3.50.
P. MANTEGAZZA. "Legends of Flowers." Payson, 1931. \$3.50.
E. SINGLETON. "Shakespeare Garden." Payson, 1931. \$3.00.

M. Grieve. "Modern Herbal" 2 vols. Harcourt, 1932. \$15.00.

E. S. RHODE. "Scented Garden." Hale, 1931. \$3.75.

J. J. THORNBER. "The Fantastic Clan, the Cactus Family." Macmillan, 1932.

E. B. Higgins. "Our Native Cacti." De La Mare, 1931. \$2.50.

F. C. PELLETT. "Flowers of the Wild." De La Mare, 1931. \$2.00.

L. W. RAMSAY. "Outdoor Sitting Room." Macmillan, 1932. \$2.50. L. W. RAMSAY. "Garden Pools." Macmillan, 1931. \$2.50.

J. M. SHULL. "Rainbow Fragments." Doubleday, 1931. \$3.50.

Trees

A. F. BLAKESLEE AND C. D. JARVIS. "Trees in Winter." Macmillan, 1931. \$2.00.

A. C. Hottes. "Book of Trees." De La Mare, 1932. \$3.00.

For "Madam President"

E. R. FISHER. "Garden Club Manual." Macmillan, 1931. \$2.00.

F. C. Speller. "Garden Clubs." Mohawk, 1931. \$2.50.

Rock Gardens

H. Correvon. "Rock Gardens and Alpines." Macmillan, 1930. \$6.00.

A. McCully. "American Alpines in the Garden." Macmillan, 1931. \$2.50.

For Fun

K. CAPEK. "The Gardener's Year." Putnam, 1931. \$1.75.

G. S. CHAPPELL. "The Gardner's Friend and other Pests." Stokes, 1931. \$2.50.

#### In and Out of the Corner Office



Noble A. Cathcart, new president of the Saturday Review of Literature

WITH THE CURRENT MONTH the corporate organization of the Saturday Review of Literature changes its form though not its members. Henry Seidel Canby, founder and president, needing relief from organization problems, becomes vice president and chairman with editorial responsibility as before; Noble A. Cathcart becomes president and treasurer; Amy Loveman, the managing editor adds to her responsibilities those of secretary; and Christopher Morley, valued contributor, becomes a director.

Mr. Cathcart, who has been publisher and business manager and now takes more immediate responsibility for publishing decisions, came from the New York Evening Post, where he had been circulation manager, when the Review was first established in the summer of 1924. He was born in Montgomery, Alabama; he is a Harvard man, of the class of 1921; and has made a solid reputation for himself in the trade for sound and constructive knowledge of the publishing business in all its present aspects.

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We continue to hear of the astonishment of English publishers and booksellers at the blackness of the gloom into which the booktrade seems to them to be plunged here. Thayer Hobson, president of William Morrow and Co., has recently returned from a buying trip in England. He went abroad with very little thought of buying, planning to spend most of his time in enlarging his acquaintance with English publishers. He tound almost all the important English houses full of optimism, sure that the worst of the depression was over and confident of the stability of the book business and hopeful of the future. Few English houses have cut down their lists; and books are selling well. English people have continued to read all through the depression. Mr. Hobson admits that he fell under the spell of English optimism and bought a number of manuscripts for his fall and spring lists. 3 3 3

G. C. Wedekind, has resigned as president of the Russell-Rutter Co., to go into the credit business for himself. The new president is John J. Lauben. Bartow W. Gale is now Vice-President and Treasurer; and H. Arthur Busch is Secretary.

Golden Siwek, formerly with Horace Liveright, Inc., is now handling publicity for Holborn House.

Raye Bidwell will handle the sale of Edgar Rice Burroughs original editions in the southeast and southern territory, and William Haldane will cover the midwest for the same firm.

Dr. Henry T. Schnittkind, organizer and for seventeen years president of the Stratford Publishing Company, Boston, has resigned from the firm to devote his time Dr. Schnittkind has been to writing. editor of Stratford Magazine and of the "Poets of the Future" (an annual college anthology). Under the pseudonym of Henry Thomas, he is the author of "Cleopatra's Private Diary," "The Story of the Human Race," etc. He is now working on "Weavers of Words, a Biographical History of Literature." M. S. Kirshen will carry on Dr. Schnittkind's duties for the present. & & &

# THE Dublishers' Weekly

#### The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

Published by the R. R. Bowker Co. R. R. Bowker, President and Treasurer; Frederic Melcher, Vice President; John A. Holden, Secretary.

62 West 45th Street, New York City.

MU rray Hill 2-0150.

R. R. Bowker Mildred C. Smith

Alice P. Hackett Sanford Cobb
Albert R. Crone . . . Publications Manager
Louis C. Greene . . . Advertising Manager

#### June 18, 1932

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

#### Stock Card Plan Gets Under Way

The Plan for the supplying of retailers' stock control cards of new trade books took a step forward when the Joint Board of Publishers and Booksellers at its meeting on June 10th in New York formally approved a program for having such cards printed and mailed cooperatively from the office of the *Publishers' Weekly*. Such a plan of production, it was pointed out, would insure uniformity of style, color and size, making it the more easy for the booksellers to file the cards and to use them effectively.

The printing of all cards at one press will make a great economy for publishers, and joint mailings mean much postage saved. The cost per card for editing, printing, stock and mailing can average well below a cent apiece according to the size of the mailings.

The mailing list will be made up by the Publishers' Weekly with comparisons to the lists of the publishers who underwrite the plan. At this writing over twenty-five publishers have asked to have their announcements sent out in the six months' trial. The success of the idea will depend on the systematic use of the cards by a large number of dealers. Many dealers already use a stock record system, and this

will enable them to be more prompt in their records. Many other dealers have been considering such a plan, and ready printed cards will enable them to go forward with little preparation.

All the dealer will need will be a filing box or cabinet for 3 x 5 standard library cards. The cards will come in uniform style with the detailed description of the forthcoming books on one side, factual description and marketing suggestions. On the other side will be the blanks for first and subsequent orders.

Some publishers are frankly dubious as to whether retailers are systematic enough in their business habits to keep up good stock records and get the value of them. Others believe that methods of the best stores must be copied by the others if business is to show sound growth and that this plan makes it easy for all to try the experiment.

Dealers who desire to be on the mailing list should write at once to the *Editor* of Stock Control Cards, care of the Publishers' Weekly.

Among those publishers who have enlisted for the plan are Houghton Mifflin, Harper's, the Century Company, Doubleday, Bobbs-Merrill, Columbia University, Crowell, Blue Ribbon, Oxford, Nelson, Chicago University, Farrar & Rinehart, Norton, Stokes, Covici, Simon & Schuster, Dorrance, Watt, Viking, Morrow, Long & Smith, Sully, Association Press, Winston, Whitman and Stratford. Some publishers, including Little, Brown, Appleton and Brewer, Warren & Putnam are making their own cards which will fit into the same filing system.

#### Best Books for Undergraduates

A SURVEY OF GREAT importance to libraries and great interest to publishers has been completed and the results are available in a volume just issued by the American Library Association entitled "A List of Books for College Libraries." This book is the result of the work of the Advisory Group on College Libraries established in 1928 and headed by William W. Bishop, Director of the Library of the University of Michigan.

This Committee found, before it had progressed very far in its study of college libraries, that it needed some measuring stick by which to judge the quality of a

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college library, and, to supply such a measuring stick, a special subcommittee was established, including Carl H. Milam, Executive Secretary of the American Library Association, Virginia C. Gildersleeve, Dean of Barnard College, and Dr. Ernest H. Wilkins, President of Oberlin College.

The first intention was to make a list of not less than 8,000 or more than 15,000 which ought to be a minimum or basic book collection for a four-year liberal arts college. Work on the project was begun in 1929 under the direction of Charles B. Shaw with collaborators in more than fifty institutions. As finally printed there are 14,000 titles, but it is of interest and significance that the largest number of these books which are on the list of any one college are 8,251 and the smallest 158, the average 2,541.

This survey has been analyzed by the Advisory Board as to what proportion of the colleges' funds are given to libraries, what are their book appropriations per year, the extent of their shelf space, the standing of their personnel, and, hereafter any grants of aid to such libraries will be given with a very complete picture of how much has been done by the library to de-

serve that aid.

The volume can be an important reference book on the publisher's desk, as it indicates with much clearness the type of book that ultimately becomes a part of the most actively used collections in the college, indicates the type of reference books that are most in use, the most valued volumes in all fields of history, mathematics, economics, etc., the type of biographical literature most highly valued, the extent of undergraduate interest in fine arts, politics, science, foreign languages and the amount and general character of the creative litera-The list is no ture currently in demand. perfunctory collection of the old classics. For example, we turn under "Literature" to "B" and find Burnett's "Little Lord Fauntleroy," Maxwell Bodenheim's "Minna and Myself," two volumes of E. E. Cummings, three volumes of Winston Churchill, ten volumes of Willa Cather, three of Cabell, four volumes of Meredith Nicholson and two of A. Edward Newton. The volume consists of 800 pages, indexed by author and subject and classified under general headings according to subject.

#### Joint Action and Common Purposes

"Competition is doubtless a good thing—in its proper place. Where is its proper place? Collectivism is, beyond peradventure, on the march. Where is its upper limit of economic usefulness? Here are real problems," writes Stuart Chase concluding a provocative article on "Preaching and Practice of Mr. Broadback" in the

June Atlantic Monthly.

Many business men, says Mr. Chase, are acting as though they expected the day of individualism in business to return, though the trend of a hundred years has been steadily toward collective action. Business prays to be relieved from government interference, and yet turns to the government for fact collection, for tariff protection, and for laws to control safety, wages and scores of situations in business practice.

There are in the United States 7,000 trade associations finding new ways for business to work together. Service clubs, chambers of commerce and other groups

spend their time smoothing over the harsher surfaces of competition. In the field of new and experimental commodities, rivalry may tend to be bitter, but as business enterprises tend to become more established the direction is toward constructive com-

petition.

The book business is old and well established, but, though it has only reluctantly accepted the tendency toward collective action, it is moving and must move in that direction as other industries have found it

necessary to do.

The field of retail book distribution was only saved from disruption thirty years ago by collective action of both publishers and retailers, and in the present crisis headway is being made and must be made through joint action and common purposes. No one can imagine that publishing is to build itself up by a cutthroat competition for authors or for markets; neither can we expect retailing to grow solely by individual action. The tendencies will steadily more and more be toward conference and common program making.

A striking proof that this is so is contained in the first article this week, "Solv-

ing the Remainder Program."

Weather Damp

#### P. W. Form-Sheet

#### Neck and Neck

Some New Best Sellers in N. Y.

DISTRICT NURSE. By Faith Baldwin. Farrar & Rinehart, \$2.

THE FOUNTAIN. By Charles Morgan. Knopf, \$2.50.

UNDERTOW. By A. Hamilton Gibbs. Little, Brown, \$2.50.

THE BLACK SWAN. By Rafael Sabatini. Houghton Mifflin, \$2.

SUMMER HOLIDAY. By Sheila Kaye-Smith. Harper, \$2.50.

A NEW WAY TO BETTER GOLF. By Alex Morrison. Simon & Schuster, \$2.

WILD CARGO. By Frank S. Buck and Edward Anthony. Simon & Schuster, \$3.

MEN AND MEMORIES; v. 2. By Sir William Rothenstein. Coward-McCann, \$5.

THE JOURNAL OF ARNOLD BENNETT; v. 1. Viking Press, \$4.

Finished first last week at the Womrath stores. Also the American News Co.'s best seller of the week, and fifth on the McClurg list.

1st printing, 55,400, including Books-of-the-Month Club subscriptions. More than 5000 copies were sold from June 6-10.

Off to a good start in the department stores.

Followed the fast pace of "District Nurse" at the Womrath stores and showed speed at the Brentano track.

In the money at Brentano's last week.

Running fast at all the Doubleday, Doran shops.

Finished a length behind "20,000 Years in Sing Sing" at the Womrath shops.

Defeated the Sing Sing entry at the Brentano track last week. Good odds at the Post Box Book Shop.

Another non-fiction favorite at Brentano's.

#### Betting Favorites

TOPPER TAKES A TRIP. By Thorne Smith. Doubleday, Doran, \$2.50.

THE YOUNG MRS. MEIGS. By Elizabeth Corbett. Century, \$2.

Pity of God. By Beulah Marie Dix. Viking Press, \$2.50.

THE MASTER OF THE HOUSE. By Radclyffe Hall. Houghton Mifflin, \$2.50.

THE FIVE FRAGMENTS. By George Dyer. Houghton Mifflin, \$2.

Memoirs of Prince von Bülow; v. 3. Little, Brown, \$5.

Making the Most of Your Life. By John J. B. Morgan and Ewing T. Webb. Long & Smith, \$2.50.

MEN ON THE HORIZON. By Guy Murchie. Houghton Mifflin, \$3.

SAINTS AND SINNERS. By Gamaliel Bradford. Houghton Mifflin, \$3.50.

THE FLOWERING STONE. By George Dillon. Viking Press, \$1.75.

Breaking all previous records for the Thorne Smith colors. One of the six best sellers for the past week, according to McClurg.

Hochschild, Kohn in Baltimore, Johnson's in Springfield, Mass., Younker Bros. in Des Moines are a few of the stores that are collecting their bets on this one. 13,095 sold, 8,000 of it this year, says Tipster Howe upon whose horizon it has just loomed.

Going very well in some stores, Ball & Wilde in N. Y., for instance. It's a good story—worth pushing.

Transferred to a Boston stable. A promising entry at many tracks during its first month of racing.

A mystery laid in San Francisco, that Pacific coast spectators are rooting for.

A war horse that can take the hurdles too.

The middle western favorite, that might be groomed for "Fortune to Share's" place when that horse retires from your track.

The author has helped to popularize it by his lectures, especially in boys' schools.

Setting a steady pace, especially on the New England tracks.

The Pulitzer Prize gave this colt the inside of the track.

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#### P. W. Form-Sheet

Track Sloppy

#### At the Post

- THIRTY CLOCKS STRIKE THE HOUR. By V. Sackville-West. Doubleday, Doran, \$2.50.
- THE RAKISH HALO. By Harriet Henry Morrow, \$2.
- October House. By Kay Cleaver Strahan. Doubleday, Doran, \$2.
- A DAGGER IN THE DARK. By Walter F. Eberhardt. Morrow, \$2.
- THE STOLEN STATESMAN. By Leonard R. Gribble. Dodd, Mead, \$2.
- SIX DEAD MEN. By André Steeman. Farrar & Rinehart, \$2.
- MACHINES AND MEN IN RUSSIA. By Louis Fischer. Harrison Smith, \$2.50.
- COUP D'ETAT: THE TECHNIQUE OF REVOLUTION. By Curzio Malaparte. Dutton, \$2.50.
- LETTER FROM AN UNKNOWN WOMAN. By Stefan Zweig. Viking Press, \$1.25.
- I Cover the Waterfront. By Max Miller. Dutton, \$2.50.

- "Cool, Pleasing, Exquisite," headlines the N. Y. Herald-Tribune. Uniformly good reviews.
- Constance Bennett will star in the film. Modern marriage in N. Y. is the theme.
- An amusing and original character tells the story of a house-party in a sinister Oregon mansion.
- Hard-boiled mystifying tale of N. Y. detectives and a blackmailing gang.
- An English mystery that follows the detective story routine in a satisfactory way.
- Translated from the French. A good mystery.
- An authoritative book about what's going on in Russia. Good photographs.
- What all the young literary Communists have been waiting for, say the publishers.
- A slender volume containing another emotional and dramatic novelette by the author of "Amok."
- A San Diego reporter's anecdotal account of the waterfront, that has had exceptional reviews. Dutton will refund \$2.50 to the customer whom it doesn't satisfy.

#### Dark Horses

- THE GATE SWINGS OPEN. By Daisy Fisher. Doubleday, Doran, \$2.
- Ballerina. By Lady Eleanor Smith. Bobbs-Merrill, \$2.50.
- THIRTY YEARS IN THE GOLDEN NORTH. By Jan Welzl. Macmillan, \$2.50.
- I'LL NEVER BE YOUNG AGAIN. By Daphne Du Maurier. Doubleday, Doran, \$2.50.
- THE TENNESSEE POPPY. By Frances Crane. Farrar & Rinehart, \$2.
- Sinister Cargo. By Stanley Hart Page. Knopf, \$2.
- OPPENHEIM OMNIBUS. Little, Brown, \$2.50.
- MORE MERRY-GO-ROUND. Liveright, \$3.

- June 23. "He wanted a wife and she wanted a lover." A newcomer to the ranks of Pedler and Avres, a best-seller in England.
- July 5. Europe in the days of the Second Empire—a ballet dancer, Lina Varsovina—romantic elements in the new story by the author of "Red Wagon" and "Flamenco."

  July 5. The Book-of-the-Month Club brings
- July 5. The Book-of-the-Month Club brings this dark horse to the front. Arctic adventure, simply described, in a much less sensational manner than the advertising copy indicates.
- July 6. "The Loving Spirit" did well. Excerpts from English reviews of this one have us on the qui vive. Their keynote is the author's frankness and vivid writing.
- July 7. We claim this amusing nonsense as our discovery. It caused many a chuckle. About a typical southern girl who goes to London to absorb English superiority. The author writes for *The New Yorker*.
- July 8. We often bet, ourselves, on the new mysteries Knopf is going in for. Here is an unknown that the publishers are giving a hand with some heavy advertising.
- July 15. "Clowns and Criminals" sold 14,320 copies.
- July 25. "Another ride on the Washington Merry-Go-Round by the same authors." A sure winner.

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#### N.A.B.P. Selects Editorial Committee

A NEW EDITORIAL COMMITTEE, to consider problems connected with list control and other recommendations made in the Editorial Section of the Norton Committee report on the Cheney Survey has been selected by the National Association of Book Publishers. The members are Alfred R. McIntyre, Little, Brown & Co., chairman; Alfred A. Knopf, Alfred A. Knopf, Inc.; Curtice N. Hitchcock, The Century Co.; Harold K. Guinzburg, Viking Press; Eugene F. Saxton, Harper & Brothers, and D. L. Chambers, Bobbs-Merrill & Company.

A committee to assist the Association in making plans for Children's Book Week has also been appointed by Cass Canfield, president of the N.A.B.P. It will consist of Elisabeth Bevier, Harcourt, Brace & Co.; Ernestine Evans, J. B. Lippincott Company; Virginia Kirkus, Harper & Brothers; Bertha L. Gunterman, Longmans, Green & Co.; James W. Poling of Henry Holt and Co., and J. A. Mc-Kaughan, The Century Co. Children's Book Week will be observed November 13 to 19 this year.

#### **Book Club Selections**

LITERARY GUILD

July—"The Store" by T. S. Stribling. Doubleday.

BOOK-OF-THE-MONTH CLUB
July—"Thirty Years in the Golden North"
by Jan Welzl. Macmillan.

BOOK LEAGUE OF AMERICA

July—"We Begin" by Helen Grace Carlisle. Harrison Smith.

FREETHOUGHT BOOK CLUB

July—"Can Man Be Civilized" by Harry
Elmer Barnes. Brentano's.

CATHOLIC BOOK CLUB

June — "Marie Adelaide" by Edith
O'Shaughnessy. Cape & Ballou.

July—"What We Live By" by Abbé Dimnet. Simon and Schuster.

Scientific Book Club

June—"The House That Freud Built" by
Joseph Jastrow. Greenberg.

Religious Book Club

June—"What We Live By" by Abbé Dimnet. Simon and Schuster.

#### **Books Into Movies**

More and more books are being taken for the movies all the time. Here is a partial list of titles that will appear on the screen sometime this year.

"Speak Easily" by Clarence B. Kelland (Harper) with Buster Keaton. Metro. "Only Yesterday" by Frederick Allen (Harper). This is to serve "as background for an original theme."

"The Good Earth" by Pearl Buck (John Day). Metro.

"Silver Dollar" by David Karsner (Co-vici). Warner Bros.

"Murder of a Night Club Lady" by Anthony Abbot (Covici). Columbia.

"The Cabin in the Cotton" by Harry H.
Kroll (Long & Smith). Warner Bros.
"Thirteen Women" by Tiffany Thayer
(Claude Kendall). R.K.O.

"Call Her Savage" by Tiffany Thayer (Claude Kendall) with Clara Bow. Fox.

"Hat-Check Girl" by Rian James (King). Fox.

"Congorilla" by Martin Johnson (Brewer) with Mr. and Mrs. Martin Johnson. Fox.

"Rackety-Rax" by Joel Sayre (Knopf). Fox.

"The Sun Also Rises" by Ernest Hemingway (Scribner) with Constance Bennett. Paramount.

"The Animal Kingdom" by Philip Barry (Samuel French) with Ann Harding and Leslie Howard. Paramount.

"The Moon and Sixpence" by Somerset Maugham (Doubleday) with John Barrymore. Paramount.

"Three Came Unarmed" by E. A. Robertson (Doubleday). Paramount.

#### **Book Exports**

Commenting on the recent statistics on British book exports, the *Publishers' Circular* gives further facts and shows that, although on the face of it there was a 20% reduction in British exports of 1931 over 1930, the reduction in weight was only 12%, indicating that the distant countries were buying less expensive books, but that, in spite of difficulties of tariff and other impediments, there was only this small decrease in the bulk of exports. Australia has shown the chief falling off.

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#### Paper Covered Books Revived by National Home Library Foundation

WITH THE IMPRINT of an organization called the National Home Library Foundation at 1518 K Street, N. W. Washington, D. C., a series of paper covered books is being put forward with the general name of "The Jacket Library." books are 4 x 6 in size, with covers of heavy cartridge paper of different colors. The type is new and of various sizes according to the length of the book, and the thickness of the volumes so far published varies from 135 pages for "The Merchant of Venice" with notes to 414 pages for "The Way of All Flesh." The head of the organization is Sherman F. Mittell, and the announced purpose of the Foundation is "to make available to all American homes and schools the best works of the world's literary masters at a price within the reach of all." The library can grow to a significant American institution inspired by the work already begun by Washington, Jefferson, Lincoln, and Roosevelt, the four mighty artisans of the country's educational fabric. "It is our hope that the homes of America will respond heartily to a program that must in the course of years make this nation a happier one." The sales management is in charge of Roy Thurlow of Boston. The method of distribution is not yet announced, but in the back pages of each volume with a list of the books is the statement that "orders may be placed with the neighborhood dealer." The other titles are Hudson's "Green Mansions" "The Adventures of Sherlock Holmes," Emerson's Essays," "Golden Treasury," Goriot," "Treasure Island," "Under the Greenwood Tree," "Alice in Wonderland," The New Testament, "The Adventures of Tom Sawver."

Among those who have consented to be members of the National Advisory Board in connection with this undertaking are Professor P. Baker of Yale, Dorothy Canfield, Senator Capper, Dr. John Haynes Holmes, William Allen White, Everett Dean Martin. The Board is to pass on titles included in the Library and make suggestions for the wider distribution of books.

#### Standardized Publication Dates

ANOTHER HOUSE to adopt a standard system of publication dates for the convenience of the booktrade is Alfred A. Knopf. It is announced that beginning August 1, this firm will have two publication dates a month, the first and fifteenth of each month except when the date falls on a Sunday or other holiday, in which case the publication date will be the following business day. Willa Cather's new book "Obscure Destinies" which was previously announced for August 5, will be published on August 1, and Sigrid Undset's new novel, "The Burning Bush," announced for August 19 will be published August 15.

#### Mark Twain Annual Contest

THE INTERNATIONAL MARK TWAIN SO-CIETY has announced through its president, Cyril Clemens, its Fifth Annual Contest. A prize of \$20 will be given for the best letter of approximately 1000 words on the subject, "What I Consider the Most Representative American Novel from 1900 to 1931 inclusive, and Why." The letters will be judged on three points: the reasons given, the literary quality of the letter, and the novel chosen. Hamlin Garland, Temple Bailey and Joseph Hergesheimer will act as judges. The three letters next best to the winner will be awarded a book. Contributions should reach the International Mark Twain Society, Webster Groves, Missouri, by August 15.

#### Bookselling Course Opens

THE BOOKSELLING COURSE of the Columbia Summer School, which opens its sixth session on July 5th, has had in its five years' existence an enrollment of 111. This enrollment has come from 26 different states, the largest number, of course, from New York State with 39, 30 of whom come from Greater New York, next Pennsylvania with 10, Massachusetts 5, Connecticut, Ohio and Iowa each 4, Michigan, North Carolina and California 3 each, Wisconsin, New Jersey, Maryland, Kentucky, Indiana, Florida and Canada 2 The each, eight other states I each. courses consist of two lectures each morning of an hour and a half each, with visits to various booktrade establishments in the afternoon.

#### Communications

#### WANDA GAG DRAWINGS LOST

Coward McCann, Inc., 55 Fifth Avenue, New York, May 27, 1932.

Editor, Publishers' Weekly:

During the confusion of packing and moving into our new office, our record of original drawings was lost, and no amount of searching has brought it to light. On checking up, we were greatly disturbed to find four original Wanda Gag drawings missing: Page 16 from "Millions of Cats"; and the cover, endpapers and page 6 from "The Funny Thing."

As we send out these originals for display during Children's Book Week and during the Christmas holidays, we believe the drawings in question are being inadvertently held by some store or library. The drawings are the property of the artist and we are very anxious to get them back.

ROSE DOBBS,

Juvenile Department Editor.

#### WANTED SOME CONSTRUCTIVE CRITICISM

Book Balcony,
University Co-operative Store,
Eugene, Oregon,
May 23, 1932.

Editor, Publishers' Weekly:

Being a constant reader of the Publishers' Weekly it has been borne in about me since January first that everything possible is wrong with the booktrade. every week the tone of all articles has been that nothing is right with our trade. As manager of the trade book department in a college book store I am in accord with all that has been said, indeed agree heartily, especially when it comes to publishers issuing text editions of outstanding trade books at reduced rates before they even have had a chance to move as trade books, and also the circularizing of faculty members for new books and offering them on such a twenty percent discount which we simply cannot profitably give. But now my plea is for some constructive criticism. there no booksellers who are really operating at a profit these days, or at least breaking even? We want so to hear how they are doing it—I'm sure we can all benefit. NANCY M. ROBERTS.

#### A Review of Fine Printing

A NEW PERIODICAL, The Dolphin, will be christened this fall, edited by Frederic Warde and published by The Limited Editions Club.

The Dolphin like The Fleuron will be issued annually, in book form and is intended for the interest of those people who care about the technique of the making of According to the announcement. "The Dolphin will be both a record and a survey: The record will consist of a series of articles written by internationallyknown typographers and bibliographers who will discuss the principles, treat on the technique, contribute to the history of the making of books. The survey will be made up of reviews, gathered from international sources, written by persons who possess discrimination and sound judgment. The reviews will be supported by reproductions of interesting book pages, bindillustrations, printing types and ings, papers. If possible, in order to provide a true representation of the work of an artist or a typographer, specimen pages will be obtained from original sources.'

It is announced that the first number of *The Dolphin* will be limited to 1200 copies, 600 of which will be sold by advance subscription to the members of The Limited Editions Club at \$5, 600 being reserved for general sale at \$10.

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#### **Business Notes**

CHICAGO, ILL.—Jerrold Nedwick is returning to America from Paris on June 1st and will re-open a bookshop at 1626 S. Central Park Ave. He will specialize in Americana, first editions and library replacements.

CHICAGO, ILL.—Mrs. N. B. Goepper has sold the La Salle-Wacker Book Shop at 221 North La Salle Street to Miss Nickey.

NEW YORK, N. Y.—The Atlas Book Store, Inc., 25 Madison St. is reported in involuntary bankruptcy.

NEW YORK, N. Y.—The Colony Press, 27 East 22nd St. is reported in involuntary bankruptcy. Liabilities \$48,378. Assets \$34,704.

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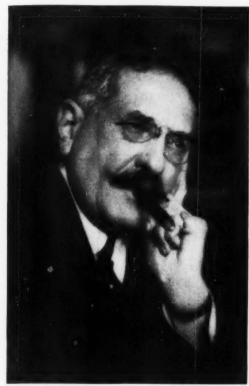
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#### **Obituary Notes**



Camera portrait by E. O. Hoppé

#### SAMUEL KNOPF

SAMUEL KNOPF, treasurer of Alfred A. Knopf, Inc., died suddenly of heart disease on June 11. Mr. Knopf was born in Poland seventy years ago and came to New York as a boy. After a varied business career in the course of which he headed his own advertising agency, he joined, in 1921, as treasurer, the firm which his son had founded six years before. In 1923, he resigned from some of his other business connections to give all his time to the rapidly growing publishing business. Mr. Knopf was then in charge of sales and publicity. At the time of his death he was treasurer and director of the firm and of the American Mercury. The funeral at Temple Emanu-El on Monday was attended by many representatives of New York book publishing firms.

#### FRANCIS EDWIN MURRAY

Francis Edwin Murray, British book-seller and publisher, died at his residence at Park View House, Ramsgate, on May 17th at the age of 78. Mr. Murray was the founder of *The Clique*, the Antiquarian Booksellers' Weekly which is known to antiquarian booksellers throughout the world. He was an admirer of light verse

and as early as 1889 began to publish writers who were first beginning to make themselves known by their use of new forms and by the delicate distinction of their works. Among his publications were Richard Le Gallienne's "Book Bills of Narcissus," Murray Gilchrist's "Frangipanni" and "Pharais" by Fiona Macleod. He also published the Bibliography of Austin Dobson and a number of local books dealing with county history.

#### SETH K. HUMPHREY

SETH KING HUMPHREY, author, died at his home on Beacon Hill, Boston, May 23, at the age of 67. He was the author of "The Indian Dispossessed," written in 1905, "Mankind," published in 1920, and two travel books, "Loafing Through the Pacific" and "Loafing Through Africa."

#### FREDERICK D. LOSEY

DR. FREDERICK D. LOSEY, eminent Shake-spearean scholar and lecturer, died of heart disease at his home in New York City on June fifth. After completing his graduate work at Harvard University, Dr. Losey taught literature for sixteen years at Syracuse University and at the University of Alabama. For the last twenty years he gave his entire time to lectures and recitals, visiting every state in the Union. In 1926, The John C. Winston Company published a complete edition of Shakespeare's works edited by Dr. Losey.

#### ELLEN C. SEMPLE

ELLEN C. SEMPLE, eminent woman scientist and author of textbooks on anthropogeography, died at West Palm Beach, her winter residence, on May 8th at the age of sixty-nine. She was born in Louisville, Ky., and was graduated from Vassar College in 1882. Returning to Vassar, she obtained the degree of A. M. in 1891 and then went to the University of Leipzig where she studied geography, economics and statistics. Her first book "American History-Its Geographic Condition" was published in 1903 and has been used widely as a textbook. In 1911 she completed "The Influence of Geographic Environment, Based Upon Ratzel's System of Anthropo-Geography." From 1921 to 1928 she was professor of anthropo-geography at Clark University, Worcester, Mass.

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A Monthly Department

#### Vol. XXXVII "American Book Prices Current"

Reviewed by Frederick M. Hopkins

Vol. xxxvII of the "American Book-Prices Current," a record of books, autographs and manuscripts sold in the principal auction rooms of the United States during the season beginning June 1, 1930, and ending May 31, 1931, compiled from auction catalogs and edited by Mary Houston Warren, and published by the R. R. Bowker Co. in an edition limited to 950 copies, gives the record of one of the most unusual seasons since the close of the World War.

The increasing number of auction houses -now widely scattered—makes it a more difficult problem than ever to keep in touch with sales of literary property. The quick and widespread growth of interest in the first editions of American authors, and the consequent rise in prices, has rendered old reference works and records obsolete. Upto-date information in regard to prices and various auction markets is greatly needed now. This indispensable volume furnishes this information, and it can be found in a practical form nowhere else. Rarely has an issue, even of this important series, contained more valuable current information and been better timed for general use.

There were few collections of distinction sold during the year. The old familiar lines of rare Americana, incunabula, early English literature and its masterpieces of the seventeenth and eighteenth centuries, which in former years furnished the important records, are meagerly represented. The dominating feature of special interest is that of modern first editions, especially

those of American authors of the nineteenth and twentieth centuries.

The auction houses that gained a footing in the previous season all continued to do business, and were augmented by two others, that of the Union Square Bookshop of this city, and the Chicago Book and Art Auctions, Inc. The number of sales increased from 65 to 77 over the year before. The outstanding sales included the library of the late John Nolty, comprising Americana, manuscripts, color plate books, and English and American first editions; the library of the late Samuel Kalisch, American and English first editions, the Tennyson collection formed by Thomas Ogden Amelia; the Merryweather-Minor-Randolph sale, including important Jefferson autographic material; the library of Frederick W. Lehmann, first editions of Dickens, and English and authors; Part I of the collection of George Ulizio, comprising English first editions and valuable Dickens items; and the Barrus-Underhill collections, containing important Hawthorne, Clemens, Burroughs and Melville material, mainly of autographic interest.

This new volume contains a hundred pages more than that of 1930 and fifty more than 1929. The additional space, the higher average number of items per page, makes it possible to include a greatly increased number of records of first editions of American authors. Special care, too, is given in stating condition, which explains in most

cases the wide fluctuation of prices of the same items. This adds greatly to the usefulness of this volume for the discriminating dealer and collector. Volume XXXVII will be of outstanding importance to librarians, dealers and collectors interested in the value of first editions of American authors.

The Lehmann sale produced many important records of American first editions. Mark Twain's "The Prince and the Pauper," 1882, brought \$925; Dana's "Two Years before the Mast," 1840, \$940; Bret Harte's "Luck of Roaring Camp," 1870, first issue, \$510; Longfellow's "Evangeline," 1847, \$750; Whittier's "Justice and Expediency," 1833, \$675; his "Moll Pitcher," 1832, \$650, and "Snowbound,"

1866, first issue, \$275.

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Important records were made in many other sales. Mark Twain's "Adventures of Tom Sawyer," 1876, first issue, fetched \$1,950; Cooper's "Last of the Mohicans," 1826, \$3,200; Hawthorne's "Celestial Railroad," 1843, \$400; Louisa M. Alcott's "Little Women," 1868-69, \$530; Aldrich's "Bad Boy," 1870, \$325; Bryant's "Poems," Cambridge, 1821, \$800; Cooper's "Precaution," 1820, \$700; Emerson's "Essays," 1841, first series, \$600; and Irving's "History of New York," 1809, \$850. A large number of American authors are represented by items with a lower range of prices. The interest in their first editions is unmistakably widespread and enthusiastic. There is abundant evidence here of this fact.

There are twenty pages devoted to the records of first editions of Charles Dickens and Dickensiana—the largest number of pages devoted to any author. In the Lehmann sale the Dickens broadside, "The Great International Walking Match," Boston, 1868, one of five signed copies, realized \$2,000; "Is She His Wife?" London, n. d., \$850; "The Strange Gentleman," 1837, \$2,100; and in the Ulizio sale, "David Copperfield," in original parts, 1849-50, \$575; "The Library of Fiction," in original parts, 1836-37, \$1,600; the first octavo edition of "Oliver Twist," in original parts, 1846, \$1,400; the New York issue of "Pickwick Papers," in 26 original parts, 1836-38, \$2,500; the McCutcheon-Ulizio copy of "Pickwick Papers," in original parts, 1836-37, included in Eckel's eleven copies

described in "Prime Pickwicks," \$13,000. Other records of English authors include Kipling's "Soldiers Three," 1888, \$725; Scott's "Rob Roy," 1818, \$560; and Stevenson's "Pentland Rising," 1866, \$875.

The star lot of Americana was Dati's metrical version of the Columbus Letter, 4 leaves, small 4to, Florence, 1495, the first copy to appear at auction, which brought \$5,100. There appeared to be a fair demand for rare Americana, but the amount of material offered was meager. There were comparatively few items of incunabula, early Elizabethan literature, or rarities of the seventeenth and eighteenth centuries, and few records of special signifi-

cance were made.

The highest price of the entire season was \$23,000 paid for an autograph letter signed by Thomas Jefferson, 2 pp., folio, written to William Fleming July 1, 1776, relating to the drafting of the Declaration of Independence. The high prices which autographic material of all kinds have been bringing in recent years continued to bring consignments as shown by the 168 pp. devoted to records of "Autographs and Manuscripts." Other significant records include MS. signed by William Cullen Bryant, 56 pp., "A Discourse on the Life, Genius and Writings of Washington Irving," which brought \$1,050; MS. notes by Nathaniel Hawthorne, 8 pp., for "The Dolliver Romance," \$1,175; Printed sheets, partly from the first English and partly from the first American edition of Washington Irving's "Life of Columbus," containing thousands of corrections and changes, together with 116 pp., of original manuscript, bound in three volumes, \$2,900; MS. by Thomas Jefferson, containing plans, specifications and several penand-ink drawings used in the building of the University of Virginia, \$2,100; A.L.S. of Abraham Lincoln, 1 p., July 15, 1862, to the Secretary of War, appointing a second lieutenant, \$1,000; A.L.S. by Herman Melville, 4 pp., written by Mrs. Nathaniel Hawthorne in acknowledgement of praise of "Moby Dick," \$3,100; MS. by Henry D. Thoreau, 11 pp., 4to, "Chastity and Sensuality," in case, \$1,400; A.L.S. of Washington, 1½ pp., Newburgh, June 24, 1783, to General Heath, \$1,200; and a MS. by Walt Whitman, signed with initials, "For the Inauguration of the Thomas

Paine Bust," 6 pp., 8vo, October 2, 1876, \$350. The amount of Lincoln, Washington and Whitman material was unusually large. Apparently throughout the season the demand for autographic material was keen, and fair prices were realized.

The thirty-seven volumes of this series furnish the basic material for the history of the rare book trade in this century—a marvelous period of development in collecting and in increase in values, for the American market has greatly influenced values wherever books are sold. The editor has done her work skilfully and deserves the praise

and gratitude of all who take advantage of the information that she has made available. The publisher, the R. R. Bowker Co., has done its work well and deserves the gratitude, too, of collectors, librarians and dealers, who would be greatly handicapped without this indispensable annual. We hope to see the number of advertisements increase, and the "Directory of Rare Book Dealers in the United States" grow larger and more complete as years pass, for they make an important contribution to the history of the rare book trade in America.

#### American First Editions

Edited by Merle Johnson

CHARLES BROCKDEN BROWN (1771-1810)

WHILE BROWN was not actually the first American to write novels he was nevertheless the first to devote practically his entire career to literary pursuits. His books are devoted more to the mysterious and the supernatural than to the historical, though, naturally, some of his works have local background.

"Alcuin." New York, 1798.

"Wieland." New York, 1798.
Anonymous.

"Ormond." New York, 1799.
"By the Author of Wieland..." etc.

"Arthur Mervyn." Philadelphia, 1799.
"By the Author of Wieland..." etc. Part II, New York, 1800.

"Edgar Huntly." *Philadelphia*, 1799.
"By the Author of Arthur Mervyn..." etc.

"Jane Talbot." *Philadelphia*, 1801.
"By the Author of Arthur Mervyn..." etc.

"Clara Howard." Philadelphia, 1801.

"Memoirs of Carwin, the Biloquist." *Philadelphia*, 1815. In "The Life of Charles Brockden Brown," by William Dunlap, Vol. II.

Volney's View of the Soil, *Philadelphia*, 1804.
Translated by Brown.

Valerian, A Narrative Poem... by John Blair Linn, D. D... Philadelphia, 1805.

With a sketch of the life and character of the author by Brown.

Brown was also the author of numerous political pamphlets.

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### Good Second-Hand Condition

John T. Winterich

HAWTHORNE'S "Life of Franklin Pierce" (Boston, 1852) occurs in two bindings, cloth and paper, which is not news, any more than the fact that Steel common is selling under 169. Copies in cloth are no more uncommon than "Miles Standishes" or "Tents on the Beach." Copies in paper are rare. Inserted in the Stephen H. Wakeman copy in wrappers was this significant note in Mr. Wakeman's hand:

"The life of Pierce in paper covers is one of the rarest of Hawthorne items. It was used for campaign purposes, and very few copies now exist. It was not exhibited at the centennial exhibitions of the Grolier Club, N. Y. Public Library, or The Essex

Institute, Salem."

In frequent dealers' catalog entries that have appeared since the resurgence of the New England group six or seven years ago copies of the "Life of Franklin Pierce" in cloth have been labelled "first edition, first issue, in cloth binding, preceding the paper issue, which was used for campaign purposes." Once a statement makes its way into print, most folks are going to accept it. The more sceptical they are, the more likely they are to credit it. It is the man who says "You can't believe everything you see in the newspapers" who believes everything he sees in the newspapers.

It would be interesting to know where this dogmatic pronouncement regarding the Pierce biography first appeared. There is a lot of bibliographical research to be done in book catalogs. A list of the first notices in print of many dogmatic "points" would make a valuable reference manual. So would a detailed schedule of the documentary evidence in support of certain "points"-such as the one under discussion.

The Pierce "point" may have originated from a theory that, since the bound-in advertisements in the cloth copies are generally dated July, 1852, they ought therefore to precede the "campaign" issue in wrappers. Pierce was nominated at Balti-

more the second week in June; therefore, it may have been reasoned, the cloth copies must have been issued first because they usually contain July ads, and July would have been too early for the issuance of a popular campaign edition in wrappers—no one ever saw a copy in wrappers which contained inserted ads; from a mechanical point of view it would have been almost

impossible to insert them,

The book itself exposes the fallacy of this reasoning about priority. The preface is dated August 27th, which ought to indicate that the July ads are of no greater significance, so far as the determination of priority is concerned, than if they were dated January or December. The book, if one accept the date of the preface as accurate, could hardly have been available in any kind of binding before September 1st, by which date the campaign was certainly well under way, so that copies in cloth, wrappers, or corn-silk must equally have

been "campaign issues."

Hawthorne's "Life of Pierce" was advertised by the publishers in Norton's Literary Gazette and Publishers' Circular for September 15, 1852, as "in press." Although "early orders are respectfully solicited" the advertisement gave no details of price of binding-it was, however, announced that the book would be "one volume, 16mo." The identical advertisement was published in the October 15th issue. In each of these numbers, on the same page with the Ticknor, Reed & Fields announcement, a notice by Derby & Miller of Auburn occupies more than twice the space offered D. W. Bartlett's "Life of Gen. Frank Pierce," "only authentic edition," at fifty cents in paper and at seventyfive cents in cloth.

This data is of no significance in determining priority of issue in the Hawthorne biography. But one fact is available that is of definite significance. The October 15th issue of the Gazette listed, among books "published during the month of Sept.," "HAWTHORNE, (NATHANIEL)— Life of Franklin Pierce. 12mo. pp. 144. Portrait. [Ticknor, Reed & Fields, Bost.]

Paper, 37; Cloth, 50."

The paper and cloth issues were clearly simultaneous. And if any evidence is needed to prove that the whole production was undertaken as a campaign biography, it can be found in Hawthorne's own words as quoted on pages 38 and 39 of the Grolier Club centennial exhibition catalog (1904).

It may be of historical if not of bibliographical interest to note that the Hawthorne "Life" did not have much effect on the election. Pierce won handily, losing only four states, one of which was the home state of the author of his campaign biography.

#### ELKIN MATHEWS LTD.

33 Conduit Street

LONDON W. I

ENGLAND

Catalogues sent free on request

BOOKS FINELY PRINTED:

Limited and special editions of family histories and genealogies, letters, memoirs, memorial volumes. EXTRA BINDING according to the finest principles.

R. R. DONNELLEY & SONS CO., The Lakeside Press, Chicago

### BENNETT Book Studios

Extra-Bookbinders and Wholesale Dealers AFTER JULY 1

160 EAST 56th STREET NEW YORK Limited Editions of the Month

BOOK CLUB OF TEXAS (J. M. Coville & Son)

Miss Zilphia Gant, by William Faulkner, page size 5½ x 7¾, 48 pages, printed in Monotype Goudy on Papier de Rives and bound in gold tooled Aero Cloth, 300 copies at \$3.50, Dallas, Texas.

EDWARD LEE McCLAIN (Yale University Press)

The Washington Ancestry and Records of the McClain, Johnson and Forty Other Colonial American Families, by Charles Arthur Hoppin, in three vols., illustrated with pen and pencil drawings, photographs and facsimiles, printed in Caslon on heavy cream white laid antique paper, quarto size, and bound in blue buckram with coats of arms in gold on covers, 300 copies at \$50 the set, Greenfield, Ohio.

HUNTINGTON PRESS (Meriden Gravure

Co., Meriden, Conn.)

Man Makes His Own Mask, by Robert E. Davis, illustrated with photograph reproductions, designed by Paul Johnston, printed in Poliphilus, bound in full morocco, limited to 160 copies, signed and numbered at \$100.

LIMITED EDITIONS CLUB (Printing House

of Leo Hart)

The Last of the Mohicans, by James Fenimore Cooper, with an introduction by Edward Everett Hale, illustrated by Edward A. Wilson in pen sketches and water colors in eight inks, designed by Will Ransom, printed in Goudy Modern and bound in buckskin and specially hand-made marbled paper, 400 pages, 1500 copies to subscribers.

THE PRESS OF THE WOOLLY WHALE

Terms of the Armistice accurately reproduced from a photostat of the document originally supplied to the War Department, Washington, D. C., by American G. H. Q., Chaumont, France, November, 1918. For private distribution, not for sale. 50 copies printed from Astrée type, set by hand. 24 pages  $6\frac{1}{2} \times 9\frac{1}{4}$ . Bound in sheet aluminum. Leather spine, and containing reproductions of the newspapers in Paris, Berlin, London and New York, announcing the Armistice.

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### Old and Rare Books

Frederick M. Hopkins

PART I OF THE COLLECTION of manuscripts, comprising 33 lots, formed by A. Chester Beatty of London, was sold at Sotheby's, June 7, bringing £23,053, which figured at present rate of exchange, would make \$84,604.51. In the preliminary notice it was predicted that "this sale should prove the greatest event of its kind to take place for some time past." other statements it was said that the total value of the entire collection was approximately £200,000, and that it would be dispersed in four or five annual sales. Part I, presumably was a quarter or a fifth of the collection, and the first part was not likely to include inferior material. If there should be five parts averaging the total brought by Part I, the entire collection would bring approximately \$423,022.55, or a little more than half of the estimated value of the collection. When it was announced last fall by the American Art Association-Anderson Galleries, Inc., that Lord Lothian had selected them to sell a portion of his collection of incunabula, Americana, and manuscripts at their galleries in this city, the London press was outspoken in condemnation of such an arrangement, and Lord Lothian was criticized for sending the sale away from London. Letters written by interested friends of the auctioneers and others emphasized the higher prices to be realized in the London market. An estimate by a reliable authority placed the figure at £75,000 that the Lord Lothian sale would bring in London, with American and Continental support, but that it could not be expected to bring that figure in America without British support, which it would not have. It realized £117,297 or £42,297 more than the London estimate and without British support. The Lord Lothian and the Beatty sales are now a matter of history. The London correspondent of The American Book Collector, in the June number, predicted that the Beatty sale would create some "new price records." The three highest records at the Beatty sale (items

16, 24 and 25) totalled £10,700, or \$39-269; whereas the three highest at the Lothian sale—the Blickling Homilies, \$55,-000; the Tikytt Psalter, \$61,000; and the Citie of God, \$31,500—reached a total of \$147,500, or nearly three times the three highest priced Beatty lots. The new high records were not forthcoming. Evidently a cog slipped somewhere. The cabled reports in the daily press of June 8 stated that the two largest American dealers did not attend the sale and not an item was purchased for America. Apparently American competition is necessary in a sale of this character if new record prices are to be attained. We certainly would rather follow the "unwise" course of Lord Lothian in selecting New York as a place to sell than the wisdom of Mr. Beatty in selling in London, "London or New York?" Which? The answer in February has been confirmed in June.

More and More complaint reaches us about the poor condition of books ordered from the catalogs of the smaller bookshops of England. One book buyer writes to us stating that so far as his experience goes "English dealers pay no attention even going so far as not to mention pages missing; writing on title-pages and throughout the books; pages badly repaired, foxed, waterstained, etc." Another says: eleven first editions just received, nine were in unsatisfactory condition, the other two volumes being ten shilling items. The trouble of returning books is both a nuisance and an expense." An English dealer with whom we have had somewhat similar experience writes us: "I do not, and I know that I speak for the better class of English booksellers, want to fill orders with books in unsatisfactory condition. American buyers have grown finicky about condition in recent years. Our small booksellers are prone to overlook condition, and this is sometimes indicated by the low prices which they ask. I would suggest that your buyers order their books through

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a London dealer familiar with their requirements, instead of direct from the small bookshops. This will require only a small commission and they will be sure of getting what they want." It is true that American buyers have been steadily raising their standards of condition, and it is undoubtedly true that books in the right condition are more difficult to find. The purchaser, when ordering, should lay greater stress on condition, stating clearly that books in unsatisfactory condition will be returned at the dealer's expense. This will eliminate most of the trouble.

THE FIFTH IN a series of six typographical catalogs, planned by Elkin Mathews Limited of London, devoted to "Rare Books in English Literature," has just been issued. This catalog is set in Scotch Roman type, the new face designed for use on the monotype casting machine. first monotype cutting was not a great success, but a few years later it was redesigned on lines much closer to the original designed by Miller & Richards early in the nineteenth century. The recutting has definitely established its position as a type that is clear and readable and admirable for catalog use. The preface to this issue contains "Some additions to a Bibliography of the Waverley Novels, by Greville Worthington," that may be regarded as additional notes to his "Bibliography of the Waverley Novels." The 759 lots described in 114 pages are subdivided into Part I, Books by or relating to authors of the eighteenth century or earlier; Part II, Books by authors who lived in the nineteenth century; and Part III, Modern The selection of "three first editions. books of under-estimated importance" are the first editions of William Hayley's "The Life and Posthumous Writings of William Cowper," 1806; Frank Harris's "Montes the Matador & Other Stories," 1900; and George Otto Trevelyan's "The Life and Letters of Lord Macaulay," 1876. series of six catalogs, when complete, will constitute a practical typographical item of great interest, especially to those interested in catalog making.

CATALOG NO. 459, "Books on America, including the Arctic and Antarctic Regions," with illustrations, just issued by

Bernard Quaritch, Ltd., of London, contains one of the most important selections of rare Americana received from a dealer in a long time. It contains 176 pages and 1093 items a very large percentage of which are rare and valuable. A few outstanding lots include John Brereton's "A Briefe and true Relation of the Discouerie of the North part of Virginia," etc.' London, 1602, second edition, £2000; De Bry's "Collection of Voyages," II vols., folio, 1590-1634, first editions and the earliest issues, £000; Des Barres's "The Atlantic Neptune," etc., 2 vols., 1777-79: "Charts of the Coast and Harbours in the Gulf and River of St. Lawrence," 1778; Charts of the Coast and Harbours of New England," etc., 1778; Charts of several Harbours and Parts of the Coast of North America from New York to the Gulf of Mexico," etc., 1778; the four series bound in 5 vols., £1750; A map of Guiana extending from the tropic of Cancer to below the river Amazon," 131/4 by 181/4 inches, circa, 1597, £900; and Richard Hakluyt's "Principall Navigations, Voiages and Discoveries," etc., 3 vols., small folio. 1599-1600, £1300. There are many other lots of similar rarity and value.

A COLLECTION OF seventeenth and eighteenth century autograph letters signed by William Penn, Thomas Jefferson, Alexander Hamilton, James Madison, Robert Morris, Robert Fulton, and many others, was presented as a commencement gift to Stevens Institute of Technology by members of the Stevens family. Among the earliest documents are several Indian deeds and a deed signed by William Penn in 1676 handing over what virtually constitutes the present State of New Jersey to Thomas Rudvard and John Riduco. The collection will be preserved in the Lieb Memorial Library. Among the many interesting documents is a patent signed by James Monroe, in 1791, on a "mode of propelling boats through force by steam," one signed by Thomas Jefferson and James Madison in 1803 for a tubular boiler, and a third by President Monroe and John Quincy Adams in 1824 on "the construction of railroads." At a time when there was not a steam engine in this country, Colonel Stevens wrote: "I can see nothing to hinder a steam carriage from moving at a velocity of 100 miles an hour. In practice it may not be advisable to exceed twenty or thirty miles, but I should not be surprised to see carriages propelled at forty or fifty."

#### Auction Calendar

Tuesday morning and afternoon, June 21st, at 10:30 and 2 o'clock. Valuable library of the late D. L. Passavant of Zelienople, Pa. (No. 1465; Items 727.) Stan. V. Henkels, Jr., 1110 Sansom St., Philadelphia, Pa.

Tuesday evening, June 21st, at 8 o'clock. Etchings and engravings, English, French, American. (No. 288; Items 208.) J. C. Morgenthau & Co., Inc., 23 West 47th St., New York City.

Wednesday morning and afternoon, June 29th, at 11 o'clock and 2 o'clock, respectively. Rare Americana, a collection of source and pioneer books pertaining to North America. (Items 887.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

#### Catalogs Received

Americana, Canadiana, early travels, fine sets, etc. (Items 308.) Hermann & Co., 75 King St. E., (Items 308.) I Toronto, Canada.

Autographes, anciens et modernes. (No. 22.) Victor Degrange, 28, Rue Serpente, Paris, 6, France.

Books and pamphlets relating to America. (No. 12.) Henry Stevens, Son & Stiles, 39 Great Russell St., London, W.C. 1, England.

Books relating to Salt Water, 1626-1932. (No. 4; Items 567.) Alfred W. Paine, 7 East 12th St., New York City.

Bookselling and publishing. (No. 110; Items 104.) Grafton & Co., 51 Great Russell St., London, W.C. England.

Children's books, miscellaneous books, sets, press books, limited editions, etc. Paul Elder, 230 Post St., San Francisco, Cal.

First editions, fine bindings, association items, (No. 412; Items 143.) G. A. Van Nosdall, Maple,

Francis Edwards, Ltd., 83 High St., Marylebone, W. I, London, England.

General literature, including an addenda containing a number of interesting first editions of Cooper, Hawthorne and Longfellow, together with four unpublished letters of Charles Dickens. (No. 113; Items 905.) Dauber & Pine Bookshops, Inc., 66 Fifth Items 905.) Dauber & Ave., New York City.

Geologi. (No. 267; Items 1939.) Björck & Börjesson, Drottninggatan, 62, Stockholm, Sweden.

Liberty of the press. (No. 112; Items 37.) Grafton

iberty of the press. (No. 112; Items 37.) Grafton & Co., 51 Great Russell St., London, W.C. 1, Eng-

Modern first editions and fine press books. (No. 5; Items 315.) Philip C. Duschnes, 575 Fifth Ave., Items 315.) Philip C. Duschnes, 575 Fitth Ave., New York City.

Oriental books. Luzac's, 46 Great Russell St., W. C. 1, London, England.

ut of print books. (No. 59; Items 67.) Guy A. Jackson, 61 Court St. Boston, Mass. Out of print books.

Polish books. Polish Book Importing Co., Inc., 38 Union Square New York City.

Rare Americana. (No. 332; Items 108.) The Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Rare books in English literature of the last sixty years. (Items 312.) The First Edition Bookshop, Ltd., 56 Brook St., London, W. 1, England.

Second-hand books on the history and geography of the Orient. (No. 16.) Luzac & Co., 46, Great Russell St., W. C. 1, London, England.

Theology, phiolsophy and psychology. (Items 421.)
G. A. Poynder, Hunt & Co., 4 Broad St., Reading, England.

#### Bennett Book Studios to Move Uptown

On July 1st, the Bennett Book Studios celebrates its tenth year in the combined business of "extra" hand bookbinding and the wholesaling of rare books by moving into more elaborate quarters at 160 East 56th Street, the entire top floor of the new Ruder Building.

The space of about three thousand square feet will include the bindery, somewhat more compactly arranged than at present, together with a beautiful and suitable "book-room." High above the dust of the city, with unobstructed light on three sides, the craftsmen in the Bennett employ will have every advantage in the effort to compete on an equal footing with the best foreign establishments of the same character. The light and freedom from dust are prime essentials for the delicate repair work which is the special pride of the Bennett workshop.

"I wish to have it clearly understood that this move does not mean any change in our policy," says Mr. Bennett, in announcing his plans. "We shall continue to sell books only through stores and regularly recognized agents. We have no intention of competing against dealers. We cannot refuse direct binding orders, but we protect the dealer in the matter of price and definitely prefer to receive our shop work through professional book men.

"Our present stock represents about \$100,000 in books, fully paid for. This is divided about equally between first editions (mostly American) in original bindings and books bound by ourselves in the finest imported leathers. The bound books include fine sets; first editions; illustrated and sporting volumes; and groups of moderately expensive illustrated modern items for extensive distribution.

"We shall maintain the twenty-five consignments which we have at present with outstanding dealers but now that we are to have a suitable bookroom we shall display much merchandise which has heretofore been seen only by dealers who could take the time to visit us at home evenings. We shall also display a few of our fine documents and autographs, bound or in special cases.

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## The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Allcock, H. J., and Jones, J. Reginald

The nomogram; the theory and practical construction of computation charts. 217p. diagrs. O '32 [N. Y.] Pitman

Annual register (The); a review of public events at home and abroad for the year 1931; ed. by M. Epstein; new ser. 184p. O 2 N. Y., Longmans \$12 A record of English history, English imperial history and foreign history during 1931.

Anonymous

Strange women. 271p. D [c. '32] N. Y., Mohawk Press

Many strange women pass through David's life, educating him in the ways of love as he searches for his ideal woman.

A history of geographical discovery and exploration. 543p. (2p. bibl. note) maps O [n.d.] Bost., Houghton A history of exploration from the days of the Greeks to the present.

Balzac, Honoré de Père Goriot; tr. [from the French] by Katharine Prescott Wormeley. 252p. S (Jacket lib.) '32 Wash., D. C., Nat'l. Home Lib. Found., 1518 K St., N.W. pap., 15 c.

Banks, Polan

The street of women [il. with scenes from the photoplay]. 241p. D (Popular copyrights) [c.'31] N. Y. [Grosset] 75 c.

Banning, Mrs. Margaret Culkin

Prelude to love. 278p. D (Popular copyrights) [c. '29, '30] N. Y., Grosset 75 c.

Barnes, Harry Elmer

Prohibition versus civilization; analyzing the dry psychosis. 128p. (bibl.) front. (map) S c. N. Y., Viking

An analysis of the basic essentials involved in the problem of American prohibition.

Barrett, Richmond Brooks Madam. 335p. D [c. '32] N. Y., Liveright The story of a wealthy and eccentric woman, who plays the invalid and who, from her bedroom, rules and throws into confusion those about her—her children, her husbands, her lovers.

Bayne-Jones, Stanhope

Man and microbes. 138p. il., diagrs. D (Century of progress ser.) '32 Balt., Williams

Benitez, Conrado

Philippine civics; how we govern ourselves. 399p. il., diagrs. D [c.'32] Bost., Ginn 60 c.

Bennett, Annette

A comparative study of subnormal children in the elementary grades. 90p. (2p. bibl.) O (Contribs. to educ., no. 510) c. N. Y., Teachers Coll., Columbia Univ.

The New Testament; King James version. 402p. S (Jacket lib.) [n.d.] Wash., D.C., Nat'l. Home Lib. Found., 1518 K St., N.W.

Bimba, Anthony

The Molly Maguires. 144p. (bibl. notes) il. D [c. '32] N. Y., Internat'l. Publishers

Binyon, Claude

A girl ought to work; il. by Hermann Post. 93p. il. (col.) D c. N. Y., Harrison Smith

The amusing letters of Elsie to her "Ma," written from Hollywood, where she hoped to become a movie

Blanchard, Frances Carothers

The life of Charles Albert Blanchard; retold by his wife. 220p. front. (por.) D [c. '32]

N. Y., Revell \$ \$2 The life of a prominent middle-westerner, who was a preacher, educator and reformer, based upon his

journals and diaries.

Blohm, Albert, and Raubicheck, Charles W. Adventures in thought and expression; a course in creative thinking. 387p. D'32 N. Y., Prentice-Hall

This list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T. 24mo: 15 c.m); sq., obl., nar., designate square, oblong, narrow.

Boyle, Kay [Mrs. Richard Brault]
Year before last. 373p. D c. N. Y., Harri-\$2.50 son Smith

The story of a young woman who leaves her husband to join a man she scarcely knows on the Riviera.

Twenty notches. 277p. D '32, c.'31, '32 N. Y., Dodd, Mead A western story of a gun with twenty notches on it that made a man out of a tramp.

Bristol, Lee H.

Profits in advance. 191p. (6p. bibl.) diagrs. D c. N. Y., Harper \$2.50 A practical handbook on modern business organization and procedure which explains how profits can be gauged in advance.

Brodshaug, Melvin

Buildings and equipment for home economics in secondary schools. 188p. (11p. bibl.) diagr. O (Contribs. to educ., no. 502) c. N. Y., Teachers Coll., Columbia Univ.

Buehler, Alfred D.

General sales taxation; its history and development. 387p. (21p. bibl.) O c. N. Y., Business Bourse

A history of the modern general sales tax which has developed during the last decade in many nations. The author is an associate professor of economics in the University of Vermont.

Bundy, Walter Ernest

A syllabus and synopsis of the first three Gospels. 256p. (2p. bibl.) Q [c.'32] Ind., Bobbs-Merrill buck., \$3

A comparative study based on the latest synoptic search by a professor of English Bible in De Pauw University.

Burkhard, Arthur

Conrad Ferdinand Meyer; the style and the man [literary criticism]. 239p. O '32 Cambridge, Mass., Harvard

Butler, Rev. Alban, comp.

The lives of the saints; v. 7, July; rev. ed. by Herbert Thurston and Donald Attwater. 475p. (bibls.) O '32 N. Y., P. J. Kenedy \$2.75

Butler, Samuel

The way of all flesh. 414p. S (Jacket lib.) [n.d.] Wash., D. C., Nat'l. Home Lib. Found., 1518 K St., N. W. pap., 15 c. рар., 15 с.

Campbell, E. Murray

The vanishing rider [fiction]. N. Y., Dial Press 302p. \$2 Campbell, Reginald John, D.D.

Christian faith in modern light. 192p. (2p. bibl.) O c. N. Y., Macmillan \$1.75 An attempt to relate the fundamental doctrines of Christianity to the spiritual and intellectual needs of

Campbell, William G., and Reed, Ralph King Coaching high-school athletics; introd. by Coach Howard Jones. 207p. D '32 Los Angeles, C. C. Crawford, c/o Univ. of So. Cal. lea. clo., \$2

Carroll, Lewis, pseud. [Charles Lutwidge Dodgson]

Alice's adventures in Wonderland; Through the looking glass; and The hunting of the snark; il. by John Tenniel. 262p. S (Jacket lib.) '32 Wash., D. C., Nat'l. Home Lib. Found., 1518 K St., N. W. pap., 15 c.

Chadwick, Margaret

Threads of gold [religion]. 105p. S '32 N. Y., Edwin S. Gorham

Chayes, Sally

243p. D A landlady on Riverside Drive. (Popular copyrights) [c. '31] N. Y., Grosset

Chisholm, George Goudie

Handbook of commercial geography; 12th ed., rev. by L. Dudley Stamp. 840p. (bibl. footnotes) maps (pt. col.), diagrs. O '32 N. Y., Longmans

Clamp, H. M. E.

Feather bed Jane [fiction]. 287p. 32 N. Y.. Dial Press \$2

Clayton, Joseph

St. Hugh of Lincoln; a biography. 258p. (bibl. note) D'32 N. Y., P. J. Kenedy \$1.90

Clemens, Samuel Langhorne [Mark Twain, pseud.]

The adventures of Tom Sawyer. 253p. S (Jacket lib.) '32 Wash, D. C., Nat'l. Home Lib. Found., 1518 K St., N. W. рар., 15 с.

Colette, pseud. [Mme. Gabrielle Claudine Colette de Jouvenal]

The gentle libertine; tr. from the French by R. C. B. 274p. D (Popular copyrights) [c. '31] N. Y. [Grosset] 75 c.

Crandon, Laura B.

Ein Anfangsbuch; rev. ed. 336p. il. D '32 Yonkers, N. Y., World B'k. \$1.28

Bingham, Walter V.

Making work worth while. 10p. O (Psych. ser. lecture no. 30) c. [Chic.] Univ. of Chic. Press pap, apply

Brackett, F. S.

Graphic correlation of radiation and biological data.
7p. diagr. O (Smithsonian misc. coll., v. 87, no. 8)
32 Wash., D. C., Smithsonian Inst. pap. apply

Callarman, Eva A.

The junior superintendent's manual; objectives, organization, procedures, lesson course, materials. 212p. (2p. bibl.) il., maps O [c. '32] St. Louis, Christian B'd of Pub'n [Bethany Press] pap. \$1

Carlton, Henry Fisk
The landing of the Pilgrims. 29p. O (Dramatic hours in colonial hist.) [c. '32] N. Y., Teachers Coll., Columbia Univ.

Twenty pounds reward; a story of Ethan Allen.

35p. O (Dramatic hours in colonial hist.) [c. '32] N. Y., Teachers Coll., Columbia Univ. pap. 35 c. Choral responses; including opening sentences, prayer responses, offertory and closing sentences; comp. under direction of Commission on Worship and Music of M. E. church. 70p. Q [c. '32] N. Y., J. Fischer & Bro., 119 W. 40th St.

Cohen, Elliot E. The yellow dog contract. 15p. D (Internat'l Pamphlets no. 21 ['32] N. Y., International Pamphlets

Colby, Charles C., and Foster, Alice Directed studies in economic geography; to accompany Economic geography for secondary schools. 144p. maps, diagrs. Q [c. '32] Bost., Ginn pap. 52 c.

Coleman, Robert H., ed.
Coleman's songs for men. 192p. D [c. '32] Dallas,
Tex., Editor, 710 Burt Bldg. 75 c.

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Crane, Florence Hedleston

Flowers and folk-lore from far Korea. 92p. il. '32 N. Y., Macmillan \$15, bxd.

Crawley, Rayburn

The Valley of Creeping Men. 327p. D (Popular copyrights) [c.'30] N. Y., Grosset

Dadant, Camille Pierre

Dadant system of beekeeping; 2nd ed. 127p. il. D [c. '20, '32] Hamilton, Ill., Amer. Bee Journal

Defoe, Daniel

The fortunes and misfortunes of the famous Moll Flanders. 318p. il. O (Universal lib.) [c.'31] N. Y., Grosset \$1

Der Ling, Princess [Mrs. Thaddeus C. White].

Jades and dragons. 287p. il. (pt. col.) O [c.'32] N. Y., Mohawk Press \$3.50
Portraits of Peking personalities by the former First
Lady-in-Waiting at the court of the late Empress-Dowager of China.

Doherty, Edward

Shackled Cinderella. 287p. D [c. '32] N. Y.. Covici, Friede

Old Michael Cahill married a girl of the streets, gave her his name and his fortune of millions, to spite his relatives whom he detested. His murder, the night of their wedding, placed the new Mrs. Cahill in a suspicious position.

Doyle, Sir Arthur Conan

Adventures of Sherlock Holmes. 259p. S (Jacket lib.) '32 Wash., D. C., Nat'l. Home Lib. Found., 1518 K St., N. W.

Drawbell, J. W.

Good time [fiction]. 284p. '32 N. Y., Dial

Drawbridge, Cyprian Leycester, ed.
The religion of scientists; being recent opinions expressed by two hundred Fellows of the Royal Society on the subject of religion and theology. 160p. (bibl. footnotes) D c. N. Y., Macmillan

Duffill, Rev. James

Story-talks on the Collects. 72p. D '32 80 c. Milwaukee, Morehouse

Dunlap, Orrin Elmer

The outlook for television; introd. by John Hays Hammond, Jr.; foreword by William S. Paley. 311p. il. O c. N. Y., Harper \$4

The radio editor of the New York Times outlines the developments in television science and considers

its commercial possibilities,

Duvall, Ralph G.

The history of Shelter Island [L. I.]; from its settlement in 1652 to the present time, 1932. 239p. il. O c. Shelter Island Heights, N. Y. Author \$2.50

Eaton, Theodore H.

College teaching. 264p. D (Wiley educational ser.) '32 N. Y., Wiley \$2.50

Eberhardt, Walter F.

A dagger in the dark. 311p. D c. N. Y., Morrow Bernard Clague, private detective, succeeds in rounding up an underworld gang, whose weapons were murder, blackmail and robbery.

Sheba visits Solomon; a novel; tr. [from the German] by David Zablodowsky. 281p. il. D c. N. Y., Viking \$2.50 A modernized version of the story of King Solomon and Sheba.

Emerson, Caroline D.

Old New York, for young New Yorkers. 327p. (4p. bibl.) il. (col. front), maps (col.) O [c. '32] N. Y., Dutton A history of New York City for children.

Emerson, Ralph Waldo

Essays; first ser. 172p. S (Jacket lib.) '32 Wash., D. C., Nat'l. Home Lib. Found., 1518 K St., N.W. рар., 15 с.

Fairlie, Gerard

Shot in the dark. 309p. D (Crime club)
[c.'32] Garden City, N. Y., Doubleday \$2
A murder mystery by the author of "Suspect."

Fancler, Mrs. Della Goode, and Crawford, Claude C.

Teaching the social studies. 376p. (bibls.) D [c.'32] Los Angeles, C. C. Crawford, c/o Univ. of So. Cal. lea. cl., \$2

Farrell, M. J.

Mad Puppetstown. 284p. D [c. '32] N. Y., Farrar & Rinehart

The story of a happy house, Puppetstown, in the Irish hunting country, of its desolation during the War, and of those who returned to it.

Faulkner, William

Miss Zilphia Gant [fiction]; lim. numbered ed. 48p. D '32 Dallas, Tex., B'k. Club of

Ferguson, William Blair Morton [William Morton, pseud.]

The Pilditch puzzle. 288p. D [c. '32] N. Y., Liveright

Duke Pilditch, a clever criminal, is involved in a plot to secure the Gault millions.

Dodd, Alvin

Reducing the costs of distribution. 12p. O (Financial management ser., F. M. 37) c. 32 N. Y., Amer. Management Ass'n, 20 Vesey St. pap. 75 c.

Doorn, Willem van

Of the tribe of Homer; being an enquiry into the theory and practice of English narrative verse since 1833. 251p. (bibl.) O ['32] [N. Y., Van Riemsdyck B'kservice pap. apply

Eckhardt, C. C.

Outline of the history of modern Europe; pt. 1, 1500-

1815; pt. 2, 1815-1932; rev. ed. 56p.; 76p. (bibls.) (c. '31, '32) Boulder, Col., Author, Univ. of Col.

Edmunds, Sterling E.

The federal octopus; a survey of the destruction of constitutional government and of civil and economic liberty in the United States and the rise of an allembracing federal bureaucratic despotism. 130p. Oc. Charlottesville, Va., Michie Co. pap. apply

Feldman, William Hugh

Neoplasms of domesticated animals. 410p. (bibls.) il. (pt. col.) O (Mayo clinic monographs) 32 Phil... Saunders

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Fielding, Archibald

Death of John Tait. 336p. D c. N. Y. Kinsey

Inspector Pointer solves the mystery of the poisoning of John Tait, who dropped dead on a London street just before his marriage.

Fischer, Louis

Machines and men in Russia. 298p. il. D N. Y., Harrison Smith \$2.50

A description of Soviet Russia's life, industry and future plans as they look to-day to the author, who has lived there many years and has long studied Russia's economic theory. The book is illustrated with photographs by Margaret Bourke-White.

Foust, Juana

Prairie chronicle. 248p. D c. N. Y., Put-

A novel of homesteading life in New Mexico after the Civil War.

Legislative regulation; a study of the ways and means of written law. 474p. (bibl. footnotes) O c. N. Y., Commonwealth Fund

Geddes, Virgil

Native ground; a cycle of plays. 170p. D c. N. Y., S. French \$1.75

Geier, George J., and Mautner, Oscar

Systems installation in accounting. il. O '32 N. Y., Burrell-Snow, Inc., 60 E. 42nd St.

Goodloe, Robert W.

The principles and development of church government; with particular application to Methodism. 2719. (6p. bibl.) D [c. '32] Nashville, Tenn., Cokesbury Press

Gore-Browne, Robert

An imperfect lover; a London novel. 283p. D (Popular copyrights) [c. '29] N. Y., Grosset

Graeme, Bruce, pseud. [Graham Montague Jeffries]

Alias Blackshirt. 272p. D c. N. Y., Dodd, Mead

The Commissioner of Police is daringly robbed and Scotland Yard realizes that Blackshirt, London's most elusive thief, is back on the job after a retirement of two years.

Grant, Gordon

Greasy luck: a whaling sketch book. 140p. Q [c.'32] N. Y., Wm. F. Payson \$5
Sixty-four drawings with brief descriptive passages

which weave the whole into the continuous narrative of a whaling voyage.

Gray, R. L.

The wonderful Shenandoah Valley. 307p. il. '32 Staunton, Va., Author

Gribble, Leonard R.

The stolen statesman. 264p. front. (map) D (Red badge mystery) c. N. Y., Dodd, The English Home Secretary disappears and Inspector Slade is detailed to unravel the mystery.

Harby, Samuel F.

Tumbling, for students and teachers; foreword by Jesse Feiring Williams, M.D., 216p. il. '32 Phil., Saunders

Hardy, Thomas

Under the greenwood tree. 166p. S (Jacket lib.) '32 Wash., D. C., Nat'l. Home Lib. Found., 1518 K St., N. W. pap., 15 c.

Haynes, Benjamin Rudolph, and Graham, Jessie

Research in business education. 232p. (7p. bibl.) D [c.'32] Los Angeles, C. C. Crawford, c/o Univ. of So. Cal. lea. cl., \$2

Henry, Harriet

The rakish halo. 302p. D c. N. Y., Mor-A modern love story, with a New York setting, about Julie Blair whose attitude towards love earned her the nickname of "the girl with the rakish halo."

Hersey, Rexford B.

Workers' emotions in shop and home. 459p. (5p. bibl.) diagrs. O (Research studies, 18) c. Phil., Univ. of Pa. Press

A study of individual male workers from the psychological and physiological standpoint, undertaken with the cooperation of a large utility corporation.

Hill, Mrs. Grace Livingston [Marcia Macdonald, pseud.]

The gold shoe. 300p. D (Popular copyrights) [c. '30] N. Y., Grosset 75 c.

Hinkle, Thomas Clark

Bing: the story of a tramp dog. 224p. D c. N. Y.. Morrow

Bing, a tramp collie dog, found a friend in Joe Harlan, and then a killer dog appeared in the Kansas valley, slaughtering pigs and sheep at night, and the ranchmen fixed their suspicion on Bing.

Hogue, Ellen

Julie of the Lazy J.; a love story. 247p. D [c.'32] N. Y., Chelsea House 75 c.

Howard, Mrs. Virginia Webb

Bryan Station heroes and heroines; being an historical sketch of Bryan Station [Ky.] from 1770 to 1932. 164p. il. O [c.'32] Lexington, Ky., Author, 353 S. Mill St. \$3

Franco, I., and Labryn, P.

Internal combustion locomotive and motor coaches. 249p. il. '32 N. Y., Van Riemsdyck B'kservice buck. \$4

Gault, Edgar H.

Performance of department stores: 1931. 148p. O (Mich. business studies, v. 4, no. 4) c. Ann Arbor, Mich., Univ. of Mich. pap. \$1

Getting the most from your ornamental trees, shrubs, fruits and flowers. 110p. il. diagrs. O c. '32 Rochester, N. Y., Chase Bros. Co. pap. 50c.

Glenn, Earl R, and Gruenberg, Benjamin C.
Instructional tests in general science. 96p. il. O
32 Yonkers, N. Y., World B'k pap. 36 c.

Green, William
Labor's contribution to American civilization. op.
O (Labor ser, lecture no. 1) c. [Chic.] Univ. of
pap. 10 c.

Harris, Charles William

Hydraulic flow characteristics of a square-edged intake; agreement of theory and experiment. 21p. il., diagrs. O (Engineering Exp. Sta. ser., bull. no. 61) diagrs. O (Engineering Ex-'32 Seattle, Univ. of Wash.

Henderson, F. S.

Ben Owen, or, True blue; a Linco<sup>1</sup>n story. 16p. S.

'32 Milwaukee, Caspar, Krueger, Dory Co. pap. 20 c.

Howell, Edward Beach

The economic crisis: a study of cause and cure. 30p. diagrs. O [c. '32] Salt Lake City, W. F. Snyder & Sons Co.

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Hsu, Leonard Shihlien

The political philosophy of Confucianism. 279p. (2p. bibl.) front. (por.) O (B'way Oriental lib.) '32 N. Y., Dutton \$3.75

An interpretation of the social and political ideas of Confucius, his forerunners, and his early disciples.

Hudson, William Henry

Green mansions; a romance of the tropical forest. 221p. S (Jacket lib.) '32 Wash., D.C., Nat'l. Home Lib. Found., 1518 K. St., N.W. рар., 15 с.

Hurst, Hawthorne

Goldie gets along. 279p. D (Popular copyrights) [c. '31] N. Y., Grosset 75 c.

James, Frank Cyril

The road to revival. 25op. (bibl. notes) diagrs. O c. N. Y., Harper \$2.75

A picture of the definite steps in government, finance, business, and international relations, which should be taken to shorten the depression.

Johnson, Roy W., and Lynch, Russell W.

The sales strategy of John H. Patterson, founder of the National Cash Register Company. 344p. il. O (Sales leaders ser.) [c. '32] Chic., Dartnell Corp. \$3.50

An outline of the principles and practice of constructive sales promotion methods which John H. Patterson developed and applied with great success in both good times and bad.

An outline of English phonetics; 3rd ed. 336p. (3p. bibl.) il., diagrs. O '32 N. Y., \$2.50 Dutton

Kirkpatrick, Edwin Asbury

The sciences of man in the making; an orientation book. 411p. (bibls.) O (Internat'l. lib. of psych., phil. and scientific method) '32 N. Y., Harcourt

A study of man and his place in nature and of e various sciences of man, their methods of re-

search, development, etc.

Lane, Ernest Preston Projective differential geometry of curves and surfaces. 332p. (7p. bibl.) diagrs. O (Univ. of Chic. science ser.) [c. '32] Chic., Univ. of Chic. Press

Lashley, Karl Spencer, ed.

Studies in the dynamics of behavior. 346p. (bibls.) il., diagrs. O (Behavior Research Fund monographs) [c. '32] Chic., Univ. of Chic. Press

Licht, Hans

Sexual life in ancient Greece. 572p. il. O '32 N. Y., Covici, Friede buck., \$12.50

Littell, Jane

That notorious Lola Paget [fiction]. 311p. 32 N. Y., Dial Press

Lowy, Alexander, and Harrow, Benjamin

An introduction to organic chemistry; 3rd ed. 412p. O '32 N. Y., Wiley \$3

McElliott, Mabel

The man hunters. 265p. D (Popular copyrights) [c.'32] N. Y., Grosset 75c. A story of girls who mix business and love and consider every man fair game in their hunt for a husband.

McNeile, Herman Cyril [Sapper, pseud.]

Tiny Carteret. 327p. D (Popular copyrights) [c. '29, '30] [N. Y., Grosset] 75 c.

Malaparte, Curzio

Coup d'Etat; the technique of revolution; tr. [from the Italian] by Sylvia Saunders.

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A close friend of Mussolini describes the modern technique of revolution and the problems of internal security for the modern government, and portrays the modern dictators, Lenin, Trotzky, Mussolini, Pilsudski, and Primo de Rivera.

Marshall, Edna M.

Evaluation of types of student-teaching. 98p. (3p. bibl.) O (Contribs. to educ., no. 488) c. N. Y., Teachers Coll., Columbia Univ.

analysis and evaluation of three types of student-teaching.

Masseron, Alexandre

The Franciscans; tr. from the French by Warre B. Wells. 241p. (bibl. notes) D '32 N. Y., P. J. Kenedy \$1.75

An historical sketch of the Franciscan Order and a description of the life of this monastic order

Mavity, Nancy Barr [Mrs. Arthur Benton Mavity]

The man who didn't mind hanging. D (Crime club) [c. '32] Garden City, N. Y., Doubleday

Sing Wong didn't mind hanging for the murder of his master, Gabriel Jeffries, a San Francisco millionaire philanthropist, but some seemingly trivial clues finally proved his innocence. Crime Club

Mellinger, Bonnie E.

Children's interests in pictures. 61p. (bibl. footnotes) il. O (Contribs. to educ., no. 516) c. N. Y., Teachers Coll., Columbia Univ., \$1.50

The record of an experiment-study that was made to discover children's choices between black and white and color pictures, and between realistic and conventionalized styles.

Meredith, Bobbie

Alimony jail. 278p. D [c. '32] N. Y., Covici,

Speakeasy girl. 271p. D (Popular copyrights) [c.'31] N. Y. [Grosset] 75 c.
The happiness of Robert Payne's second marriage was shadowed by his first early marriage as he was forced to pay a large alimony to his scheming first wife who had married him only for his money.

[Knox, Charles Victor]

Vick's parade [wit and verse]. 32p. nar. O '32 [Chic., Chicago Evening Post, 415 N. La Salle St.] pap. 10 c.; bds., lim. ed., \$1

Lincicome, F.

Behold the Man! [religious] 30p, front, (por.) S [c. '32] Chic. [Free Methodist Pub. House] pap. 29 c. front. (por.) S

Prentice-Hall

McCabe, Martha R., ed.
Record of current educational publications, July 1September 30, 1931. 91p. O (Office of Educ., bull.,
1931. no. 22) '32 Wash., D. C., Gov't Pr. Off.; 1931. no. 22) Sup't of Doc. pap. 15 C.

Mayers, Lewis Law of business contracts. 512p. O '32 N. Meredith, Ellis, comp.

Democracy at the crossroads; a symposium. 261p. O c. N. Y., Brewer \$2.50
Articles on the Democratic party, yesterday, today, and tomorrow, by John W. Davis, Claude G. Bowers, Brand Whitlock, Newton D. Baker, and others. \$2.50

Miller, Alice Duer [Mrs. Henry Wise Miller] Taxi. 308p. D (Popular copyrights) [c. '28-'31] N. Y., Grosset

Mitchell, A. D., and Ward, A. M.

Modern methods in quantitative chemical analysis. 189p. D '32 N. Y., Longmans \$1.75

Molière, Jean Baptiste Poquelin

Le Tartuffe; ed. by Elliot H. Polinger. 198p. il. D'32 N. Y., Prentice-Hall \$1.20

Morris, Charles W.

Six theories of mind. 348p. (bibl. footnotes) O [c. '32] Chic., Univ. of Chic.

A discussion of the major theories of mind as revealed in the history of thought, by an associate professor of philosophy in the University of Chicago.

Mowat, Robert Balmain

The states of Europe, 1815-1871; a study of their domestic development. 408p. (bibl. footnotes) O [c. '32] N. Y., Longmans \$6

Mysterious motherhood; a book for expectant mothers and for all women [religious]. 78p. S '32 Milwaukee, Morehouse

Noel, Rev. S. L.

Minister's handbook; a guide for ministers in the performance of their official duties, containing helpful suggestions in ministerial decorum. 192p. S [c. '32] Nashville, [Cumberland Presby. Pub. House, 117 8th Ave. S.]

Norton, Alma Margaret

Teaching school music. 248p. (bibls.) il. D [c.'32] Los Angeles, C. C. Crawford, c/o Univ. So. Cal. lea. cl., \$2

Norwood, Gilbert

Plautus and Terence. 219p. (3p. bibl.) D (Our debt to Greece and Rome) c. N. Y., Plautus and Terence considered as playwrights.

Page, Rosewell

The Iliads of the South; an epic of the war between the States. 219p. (4p. bibl.) Richmond, Va., Garrett & Massie
By the brother of Thomas Nelson Page. \$5

Palgrave, Francis Turner, comp.

The golden treasury of the best songs and lyrical poems in the English language. 331p. Š (Jacket lib.) '32 Wash., D. C., Nat'l Home Lib. Found., 1518 K St. N.W.

pap. 15 c.

Parrott, Katherine Ursula Towle [Mrs.

Charles T. Greenwood]
Love goes past. 261p. D (Popular copyrights) [c.'31] N. Y. [Grosset] 75 c.

Pastor, Ludwig, freiherr von

The history of the Popes; from the German; ed. by Ralph Francis Kerr; v. 21, Sixtus V (1585-1590); v. 22, Sixtus V (1585-1590), Urban VII (1590, Sept. 14-24), Gregory XIV (1590-1591), Innocent IX (1591, Oct. 29-Dec. 30) 488p.; 485p. O '32 St. Louis, B. Herder \$5, ea.

Phillips, Stanley

Stamp collecting. 317p. il. O [n. d.] V. Y., Dodd, Mead The editor of Gibbo

The editor of Gibbons' Stamp Monthly discusses some of the queries and problems with which the stamp collector is faced.

Pomeroy, Claire

Golden youth; a romantic love story. 243p. D (Popular copyrights) [c. '32] N. Y., Gros-

Popham, J. K.

How to use pastels; with notes on composition, harmony, etc.; il. by the author. il. (pt. col.) O '32 N. Y., Dodd, Mead An introductory guide to pastel drawing.

Powers, W. L., and Teeter, T. A. H.

Land drainage; 2nd ed. 353p. D agricultural engineering ser.) '32 (Wiley N. Y., Wiley \$3.25

Roberts, Colette

Millions for love. 312p. D [c. '32] N. Y., Covici, Friede

Lynda Morin with all her millions and beauty had never really known love and romance until she met Gary Mann in Hawaii, and then a misunderstanding turned her love to hate and despair.

Salter, Sir James Arthur, and others

The world's economic crisis, and the way of escape. 185p. D (Halley Stewart lecture, 1931) [c. '32] N. Y., Century \$1.75 Articles by six prominent English economists.

Morley, Felix
The depression and the world-community. 11p. O
(Economics ser. lecture no. 30) c. [Chic.] Univ. of
pap. apply

Nathan, Winfred B.

Health conditions in north Harlem, 1923-1927. 68p.

(bibl. footnotes) diagrs. O (Social research ser. no. 2) [c. '32] N. Y., Nat'l Tuberculosis Ass'n pap. 25 c.

Nicholson, Edna E.

A study of tuberculosis mortality among young women. 6op. diagr. O (Social research ser., no. 1) women. 6op. diagr. O (Social research [c. '32] N. Y., Nat'l Tuberculosis Ass'n

One hundred best Italian books of 1931 (The); selected by the Permanent Italian Book Exhibition.

47p. D ['32] N. Y., Permanent Italian Bk. Exhibition, 2 W. 46th St.

Organizing office executive relationships for cost reduction; a round table discussion. 23p. O (Office management ser., O. M. 57) c. '32 N. Y., Amer. Management Ass'n, 20 Vesey St. pap. \$1

Ritchie, William A.

The Lamoka Lake site; the type station of the Archaic Algonkin period in New York. 54p. il., diagr. O (Researches and transactions of N. Y. State Archeological Ass'n, v. 7, no. 4) '32 Rochester, N. Y., Lewis H. Morgan Chapter, [N. Y. State Archeological Ass'n]

Rules of lawn tennis; with description of important strokes. 71p. il., diagrs. S [n. d.] Bost., Wright & Ditson pap. 25 c. Sampson, Mrs. Emma Speed [Nell Speed, pseud.], and Keats, Emma

Priscilla at Hunting Hill. 266p. D [c.'32] Chic., Reilly & Lee A story for girls about Priscilla Payson's year at a southern boarding school.

Scarberry, Alma Sioux Flighty; the romance of Gypsy O'Malleya girl who lived down her family. 220p. D (Popular copyrights) [c. '32] N. Y., Grosset

Gypsy O'Malley found love and respect in spite of the scandals and notoriety of her family who were called "those mad O'Malleys."

Schumann, C. G. W.

The world depression, South Africa and the gold standard. 153p. O '32 N. Y., G. \$2.50 E. Stechert

Scoggins, Charles Elbert

Flame. 305p. D '32, c. '31, '32 N. Y., Mor-Murder, adventure, lust and romance pervaded Angel Isle, a peaceful-looking island in the Caribbean where a small group of young people went to escape from New York's hectic life.

Selle, Erwin Stevenson The organization and activities of the National Education Association; a case study in educational sociology. 187p. (3p. bibl.) O (Contribs. to educ., no. 513) c. N. Y., \$1.75 Teachers Coll., Columbia Univ.

Seymour, Beatrice Kean Stapleton [Mrs. William Kean Seymour]

False spring. 334p. D (Popular copyrights) [c.'30] N. Y., [Grosset]

Shakespeare, William

Shakespeare's comedy of The merchant of Venice; notes by William J. Rolfe. 134p. S (Jacket lib.) '32 Wash., D. C., Nat'l. Home Lib. Found., 1518 K St., N. W. pap., 15 c.

Shea, Timothy, pseud.

The cowboy and the duchess. 310p. D c. Y., Dodd, Mead \$2 John Kingsleigh Howard of Long Island polo fame wasn't at all interested in assuming the English title he inherited, so he arrived in England and greeted the Duchess of Broughleigh in cowboy guise.

Sheed, Francis Joseph, ed.
The Irish way. 343p. map D '32 N. Y., P. J. Kenedy \$1.75 Essays on Irish Catholicism.

Shellow, Mrs. Sadie Rae Myers

How to develop your personality. 324p. (bibls.) diagrs. O c. N. Y., Harper \$3 A discassion of the principles of psychology as applied in personality development. This study, which

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Shipley, Gertrude Tyson

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June

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### Forthcoming Issues

Stanley Unwin, the English publisher, has written for next week's issue an article on the booktrade organization in Norway and Sweden. "The more one studies the organization of the booktrade in the various European centres," he says, "the more one realizes that the problems which agitate publishers and booksellers alike are much the same the world over. The difference lies in the varying degree of success with which the problems have been solved. In this competition both Norway and Sweden would score very high marks. Part of their success is doubtless due to their careful study of German methods, which they

have largely followed, part to the high general level of culture of these two northern peoples." & & & & & In the "Customers' Choice" De-

partment there have often appeared notes about the Berryhill Book Shop in Phoenix, Arizona and its manager, Beryl Brackett. In an early issue, Frank C. Lockwood, of the University of Arizona, will describe this shop which he says is an institution in which Arizona takes great pride. "A favorite maxim of Berryhill is 'fit the right book to the right person' and the all-pervading business dictum is 'the customer must absolutely be satisfied."

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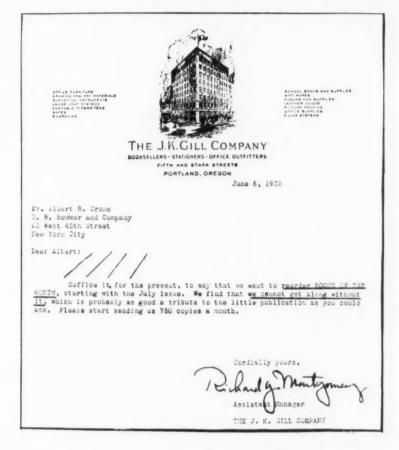
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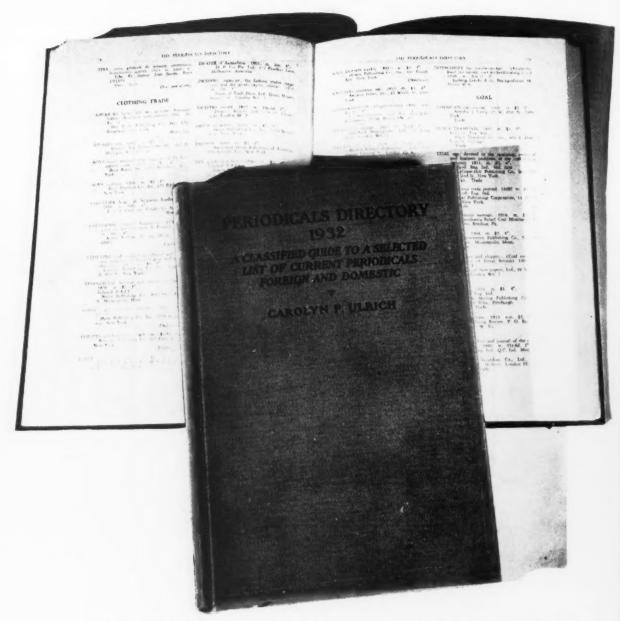
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